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6/25/68



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304 W 58th ST/NEW YORK 10019. NY/LT 1 6000

File

gm

December 29, 1969

Mr. Grady H. James
Director of Audio Visual Center
Associate Professor of Education
Norfolk State College
2401 Corprew Avenue
Norfolk, Virginia 23504

Dear Grady:

I really appreciate your letter of December 5 complimenting our NAEB Minority Programming Practices Committee as it provided meaningful sessions at the NAEB the last couple of years. It is wonderful that you are interested in serving on the Committee. Your background and experience, I know, would provide the Committee with a great resource. Unfortunately, I do not know the present state of the Committee and the new division of minority affairs.

I have talked with Bill Greaves and suggested that I would be available to assist in any way. At this time I do not know whether there is a Programming Practices Committee and what the machinery is for appointing new members. If you remember, I resigned as chairman because I felt that this post should be held by a member of a minority group. As soon as I have any word about the new structure, etc., I'll let you know.

In the meantime, my very best for the new year.

Sincerely,

RJM

Richard J. Meyer
Director
School Television Service

RJM/bg

cc: William Harley
James Fellows
William Greaves

P.S. May I suggest that you look into the Corporation for Public Broadcasting's Fellowship Program. The man to write to is Robert D.B. Carlisle.

Bill
Happy New Year,
Richie

Korley



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036
OFFICE OF RESEARCH AND DEVELOPMENT

MEMORANDUM

FOR: Ad Hoc Committee on Program Practices of
Educational Stations

July 8, 1969

We have made considerable progress in arranging for information to provide an adequate study of program acceptance and rejection patterns of national programs by educational radio and television stations. Nearly all of the required data are available in the records of the National Educational Radio Network and the National Educational Television Network. We believe it is important to check with each station that will be listed as having rejected "scheduled service" programs from the national sources so that the station can amplify reasons for rejection. In many instances these were in the nature of private communications between the stations and the networks, and we feel they should be given an opportunity to expand on them if they wish. We are now reviewing the data and preparing letters to stations on this matter.

The Executive Board of Directors of the NAEB took a firm stand favoring the study of program acceptance and rejection patterns and urged stations to cooperate in releasing or providing data so that a useful report can be generated. The Memorandum to the Executive Board from Dr. Meyer suggested a resolution, which the Board adopted. The Memorandum and the Resolution are attached.

With regard to convention planning we have two major program recommendations that are being considered.

- a) a panel presentation concerning programing created by and for minority group representatives; emphasis would be on programing created by minorities, not programing about minority "problems."

- b) a workshop-type session conducted by black producers who have had experience developing, preparing, producing, and using programs for blacks.

In addition to these two special sessions, it will be possible to include items concerning minority group programing in other special interest meetings.

The convention theme, Educational Broadcasting and Social Responsibility will undoubtedly lead to additional attention to the basic topic by the main general session and luncheon speakers.

During July much of the program planning for the convention will be intensified and we have scheduled a meeting in Washington with Dr. Meyer for July 14. At that time we will go over these items and report on any other developments that have occurred by then. I know it would be useful to him if he could have your reactions to this status report before he comes here to meet with us and work further on these matters.

Best regards.

James A. Fellows

JAF:bb
enclosures

cc: NAEB Executive Staff

Harris Polls Weigh Effects of Ethnic Programing

By FRED FERRETTI

Blacks watch educational television more than do whites. That poll, Mr. Harris said, was taken among 1,603 households on a nationwide basis. For polling purposes, he said, a household consists of four people.

The survey found that 23 per cent of blacks questioned said they watched educational television, while 14 per cent of the whites questioned said they watched these programs.

The poll also asked whether the polled viewers watched educational programs regularly, occasionally or rarely. Here are the results:

	Per- cent of blacks	Per- cent of whites
Regularly	15	13
Occasionally	43	43
Rarely	27	44

The second poll, taken among 912 black families in Harlem, Bedford-Stuyvesant, South Jamaica and the south Bronx shows that Negroes have watched the program "Soul" on Channel 13 more than whites.

Mr. Harris termed the "significant numbers." Mr. Harris said that when "Soul" was

to them, are always likely to gravitate toward that easily accessible medium.

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Mr. Harris termed the "significant numbers." Mr. Harris said that when "Soul" was

broadcast every Thursday at 9 P.M., it gathered an audience of 90 per cent of those reported that they owned television sets and watched television. Of those who had sets, 55 per cent had, without prompting, that they watched Channel 13. New York's major public broadcast outlet. This increased to 70 per cent when asked specifically if they watched Channel 13. It increased to 75 per cent when they were asked, "Did you watch Soul?"

A spokesman for the C.P.B. acknowledged the polls yesterday. Ward Chamberlain, the corporation's vice president, said:

"One thing we've found. All of our initial findings show that there is considerable interest in black programming, in ethnic programming, in numbers and significance, than would have been thought."

Andrew Stern, the show's co-producer, said that many of the letters received, praising "Soul" mentioned that the program gave viewers "a sense of blackness."

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MEMORANDUM

FOR: EXECUTIVE BOARD

May 12, 1969

The NAEB's Ad Hoc Committee on Program Practices of Educational Stations has undertaken the following activities relevant to the membership resolution adopted at the November Convention.

- a) Advised on content and readership for a special issue of the Educational Broadcasting Review concerned with development and support of educational radio and television programs for minority groups and the disadvantaged.
- b) Has worked with the R & D Staff on development of the scope and procedures for a study of national network program acceptance and rejection patterns by educational stations.
- c) Solicited topics and suggestions that will implement concerns of the Committee in the program of the 1969 Convention.

On the matter of program acceptance patterns, we have a request to make of the Executive Board of Directors. To avoid duplicating questionnaires to the Stations, we have first examined whether such data already existed in the files of NER and NET. Luckily, most of the material needed is available from these sources; since it was collected for administrative purposes, however, we would not want to use such data in our report without permission of the stations involved. While we do not know whether they will all wish to cooperate, we feel it would be helpful if the Executive Board were to pass the following resolution urging stations to make this information available.

Resolved, that the Executive Board of Directors of the NAEB acknowledges the importance of the study of national program acceptance and rejection patterns mandated at the 1968 convention and urges educational radio and television stations to cooperate in making available data needed to conduct this study.

Richie Meyer
Chairman



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

REPORT ON SURVEY OF ACCEPTANCE AND REJECTION PATTERNS OF NETWORK PROGRAMS BY EDUCATIONAL RADIO AND TELEVISION STATIONS

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November 3, 1969



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036
OFFICE OF RESEARCH AND DEVELOPMENT

MEMORANDUM

FOR: Ad Hoc Committee on Program Practices

November 3, 1969

REPORT ON SURVEY OF ACCEPTANCE AND REJECTION PATTERNS OF NETWORK PROGRAMS BY EDUCATIONAL RADIO AND TELEVISION STATIONS

A survey of station behavior with regard to acceptance or rejection of programs offered by a network is usually considered an internal management affair. It is typically conducted by the programming network to determine the extent to which its service is acceptable to the stations who must bear the responsibility for what is broadcast.

The impetus for this survey was different. It was initiated as a consequence of a resolution passed by the membership of the NAEB at its 1968 convention in Washington, D.C. Specifically, the resolution called for the NAEB to: "Conduct a study of its member stations to determine each outlet's performance in the critical area of broadcasting of nationally distributed and/or network materials dealing with racial matters."

The reason for this section of the resolution was the feeling held by its authors that educational stations not only failed to initiate local programs dealing with civil rights, but they also failed to broadcast programs about racial matters easily available to them from national network sources. For some, the purpose of the survey was to document this assumption; for others, it was to disprove it. Those whose responsibility it has been to undertake the survey have opted to study the basic data relating to station-network relationships, thereby providing a frame of reference within which to examine special information concerning any program category.

The area of station-network relationships is a sensitive one under the best of circumstances. The station wants as much freedom as possible, and the network prefers as much control

as practical. The promotional advantages and operational efficiencies connected to interconnection, for example, make it logical for the network to seek as much uniformity as possible in scheduling of programs from station to station. Conforming to such scheduling is often in the interest of the station, as well, if it wishes to benefit from nationwide promotion of certain programs. But it is the station, not the network, which legally must decide what programs can be broadcast to its audience usefully.

What is the best possible relationship? From the network's point of view, its performance is considered successful when the affiliates take as many programs as possible from the basic service; from the station's point of view, it may prefer to take as many programs as possible, but it would prefer to screen each in advance and certify its suitability for broadcast. Those whose confidence lies with the network feel that the station is censoring the network; those who prefer to rely on the station's judgment note that it has a legal responsibility to know what it is broadcasting. However meritorious the arguments on either side, the alternative would have the station programmed by the network, thereby precluding bad judgment by the station, and good judgment, as well. The present system may allow for malpractice, but it does not encourage exploitation. An arrangement which might please those who find station decisions unacceptable might soon be substantially more intolerable than the present flaws.

Whatever operating procedures are considered effective for general programs will receive their most severe test where controversial programs are at issue. Even when the program is not controversial, but the issue is, it is likely that special dispensations or procedures will be suggested, on the one hand, to assure that the program will be carried by all stations or, on the other, to assure that the decision to carry will not be an automatic one.

The examination of programming is quite naturally based upon a concern, perhaps a preoccupation, with the "input" of educational broadcasting, rather than the outcomes. A schedule of "desirable" programs watched by people who already share the position espoused or understand the topic articulated may have important reinforcing effects on some, but may also be ineffectual or unwatched by others. To this the casual answer is, "Then broadcast the controversial program; it can't do any harm."

Apart from the superficiality of such an answer, one is left with the usually untended question of audience background, concern, and point of view. A convenient illustration is found in the usual argument for long range and widespread use of certain instructional television lessons, particularly if they deal with technical or scientific subjects: "the subject never changes;" "physics on the east coast is the same as physics on the west coast;" "the new math is the new math wherever it is taught," etc. Perhaps this is true in some instances; the subject is constant, but the students may differ. And if they do, then the uniform presentation of a body of knowledge will range from offensive to meaningless for numbers of students who might receive it.

The same conditions exist for programming outside the instructional sphere. Arguments about the importance of a program or the validity of a presentation that are not attached to the audience for whom they are intended are no more than assertions that the perceptions of a few will be shared by the many.

The reference to the audience is a critical one, for it is not likely that controversial programs can be slipped into the schedule and broadcast without anyone noticing. And it is fear of audience reprisal or expectation of audience applause which motivates many who program stations; it could hardly be otherwise. The station is no less subject to the local power structure than are most other community institutions - the schools, the civic groups, the churches, the industries. So, while we may expect that educational stations can be a significant force for change in a community, there is every reason to expect that flagrant disregard for the local views on virtue will result in employee dismissal, reduced funds, or power failure at the transmitter. And then, what has been accomplished?

Clearly, the educational station must use all the resources it can to operate effectively in the interests of the many communities it can serve. But it is an error to think that it operates in a vacuum and can redress quickly those individual and social inequities which other institutions in the same community have not only left untended but may have perpetuated. The station alone can accomplish only so much; and a full schedule of nationally prepared programs on racial matters may do no more to advance local civil rights than re-runs of a Peggy Lee special will do to convince the resident chamber music society that it should change its repertoire.

All of this is only to acknowledge that the relations between network and affiliate are much more complex than those who do not understand them or participate in them are likely to know. None of this is to suggest that there is no room for improvement or that community participation in program policy making has reached its point of greatest effectiveness. For a broadcasting activity which is identified by the words educational and public, it is essential that the public investment and the educational outcome be responsibly managed.

WHAT WAS STUDIED AND WHEN?

Although the resolution calling for this study indicated only that a study of programs dealing with racial matters be conducted, an examination of program titles and acquaintance with program content quickly proved this to be an impractical mandate. Many programs deal with racial matters - some directly, some inadvertently. The NET Festival starring Nina Simone is a racial matter in some communities, but not in others. Who is to decide what constitutes racial content and what amount is necessary for a program to be included in such a study? And is the absence of racial material in some programs an issue in itself? We do not feel that these questions are best answered in the abstract, and we proceeded, therefore, to study the acceptance and rejection of all programs from NET* and NER* which were listed as network basic schedule or basic package.

The study covered a six-month period, beginning October 1, 1968 and terminating March 31, 1969. By selecting an active period of network and station programming, we have avoided some reduced schedule operations in the summer and other kinds of special programming that may be less than typical of average station program practices.

NERN provided their records of station program orders during the period for use in the radio portion of the survey. Letters were sent to each NERN affiliate in early summer, together with copies of their program orders. Each station manager was asked to confirm the accuracy of his order and to make comments on his reasons for rejecting programs which his station did not broadcast. Of the 158 stations surveyed, 56 stations offered detailed comments about program selection policies of their stations, while several others returned their forms without further comment. Statistics for stations which did not return forms were compiled from existing NERN data.

*

Although there are other national program services, only NET and NER provide what could reasonably be called a basic schedule. NET's scheduled service is, in fact, the more traditional network operation. NER provides a slate of programs from which the stations select. Only by inference from what was selected is it possible to consider that the stations rejected certain programs. With the NET service, stations must specifically reject the scheduled service program if they choose not to broadcast it.

The collection of information about educational television was substantially different, mainly because of the difference in type of service provided by the two national networks. Initially, contact with NET officials indicated that compilations of data concerning program selection of the scheduled service by affiliate stations would be available for use in this study if permission were obtained on a station-by-station basis for its use. Preliminary tabulations were made, and contact with each station was initiated to obtain permission. Without any follow-up, more than 20 of the 29 stations that had rejected programs for content or had rejected more than 10% of the scheduled service quickly gave permission for their comments to be used.

While this approval was being obtained, NET withdrew its data, indicating that a prior decision by the Affiliates Council, not communicated to the full staff, precluded its use outside of NET. The NAEB protested this decision and requested the Affiliates Council to reconsider the matter at a meeting in Madison, Wisconsin, October 15. The Council rejected the request.

Accordingly, it was necessary to contact stations directly for information. This was done, largely by telephone, during the week of October 27. In every case, stations freely discussed the various considerations in program selection from the national services. Their comments and the basic data generated by this section of the survey are compiled on the following pages.

WHAT WAS LEARNED FROM THE STUDY?

We have included the results of the study in several different formats. Because the networking operation for radio is different from that for television, the reporting systems have been kept distinct. In each case, however, we have provided general information about the program acceptance and rejection patterns, a selection of station comments elaborating on the reasons for rejecting, and a station-by-station listing of those stations that participated in the survey, and in the case of television, those stations that rejected more than 10% of the NET scheduled service.

RESULTS OF RADIO PROGRAM PRACTICES SURVEY

ILLUSTRATIVE COMMENTS ELABORATING ON VARIOUS STATION PROGRAM POLICIES

Although individual comments range from monosyllabic "dulls" to rather pungent paragraphs, most statements pertaining to program choices fall into a number of specific categories. These are listed below, accompanied by references to specific comments by station managers. Categories are listed in what appears to be their order of importance as causes for the rejection of either individual programs or groups of programs.

I. Budget Limitations

Most stations are limited by their NER membership class to a prescribed number of chargeable hours per year, generally divided equally among the quarters. Stations which do not divide their program hours equally often find their resources depleted by the 3rd or 4th quarter. Even among stations which do divide their hours equally, the most common reason for the rejection of any program offering is lack of chargeable hours. For this reason, continuing series are frequently rejected or carried for only one quarter. Fairly typical explanations of this problem include the following comments: "Another reason some programs were not ordered was that most of the continuing series, in themselves, usually make up the major portion of the 65-hour limit under the network fee. Not more than a few new series can be ordered without additional charges." - WFSU-FM, Tallahassee, Fla. "[Many programs]"were not selected simply because of limited air time available coupled with the fact that the number of hours we can take from NER without incurring an 'excess' charge is limited." - WOI-AM/FM, Ames, Iowa. "Lack of additional funds for adult programming. We are basically an instructional service for the public school system." - WTHS-FM, Miami, Fla.

II. Scheduling Limitations

The absence of available time in station schedules was mentioned more often after financial considerations than any other reason for the rejection of NERN program offerings. Some stations cannot accommodate

five-minute programs, a number of which appear in the offerings. Others cannot accommodate fifteen-minute programs, several of which are also included each quarter. Block programming causes problems for some stations, as evidenced by the following comment: "...because of our program blocks, we are usually unable to carry programs that run more than half-an-hour (with the exception of specials). That eliminates most NER music programs and many lecture series." - KSAC, Manhattan, Kan. Reports from school stations indicate that "the main reason for not selecting more series of programs is lack of scheduling time. We have little time on the air beyond our in-school hours." - KSLH-FM, St. Louis, Mo.

A scheduling problem related not to the length of each program but rather to the duration of program series elicited the following comments from station managers: "Another major problem for the programmer is the program which runs for six or seven weeks out of a quarter and then ends. If this could be avoided, it would be helpful." - WBGU-FM, Bowling Green, O. "The major comment I would make is in reference to the number of programs in a series. While the commercial 'magic figure' is 13, many educational stations need 15 or more programs to have a sufficient number for one full term. I actually need 30 for a full broadcast year." - WDTR-FM, Detroit, Mich.

III. Program Balance Problems

This is a rather broad category, which depends heavily for interpretation on individual station managers' subjective evaluations of what constitutes "balanced" programming. In some cases, programs are rejected because they are too similar to other current NERN offerings. Obvious examples include Germany Today, BBC World Report, and European Review. In other cases, program offerings duplicate locally produced series, causing one station executive to complain that "Some programs I would have liked to broadcast had to be eliminated because we did not know far enough in advance that they would be available. As a result, local productions often covered the same general subject area -- particularly race relations and social problems -- and at the same time." - WFSU-FM, Tallahassee, Fla.

Many stations also produce local programs on topics of national or regional interest, often dropping NER shows dealing with the same topics from their schedules.

The most serious general complaint concerning program balance is that there are too many lengthy "talk" shows. A representative comment: "Frankly, we're overburdened with talk shows per se. We simply are not on the air long enough to take more than we do now." - WUSF-FM, Tampa, Fla.

Programs which deal with certain controversial topics are sometimes rejected by stations, although the nature of their subject matter is not always the determining factor in their elimination. For example, one station manager comments, "Generally, we omit programs when we feel the topic is being overemphasized, run-into-the-ground commercially, etc. Program series, one after another, of problems in big city ghettos do not appeal to our listeners. Now we do carry enough to let our people know of the problems - we just don't want to saturate them." - KENW-FM, Portales, N.M. Stations are, however, subject to varying amounts of pressure both from the listening public and from special interest groups. For example, Georgetown Forum was dropped from one station's schedule not only because "listeners thought the stilted introduction should be changed," but also because the station had received "much criticism for lack of opposing views on panels." - WHA, Madison, Wis. Another station, reporting on the series, The Smoking Dilemma, comments, "We'd rather stay out of this. We had one request from Tobacco industry for equal time if we used anti-tobacco shows. It could snowball." - WUSF-FM, Tampa, Fla.

One of the most enlightening comments concerning selection of programs to maintain balance is the following: "The major reason for not choosing many of the NERN offerings is the matter of the role we have chosen to play in broadcasting in Atlanta (and I hope that this is a major reason in every station)." Because of the absence of classical music from stations in a metropolitan area of 1.5 million people, "we have felt that much of our time should be devoted to this field. At present, we are devoting about 75-80% of our afternoon-evening adult broadcasts to classical

music of varying sorts....In the past, Atlanta has had an excellent FM music station, and perhaps will again in the future. At such time, we would probably cut back on some of our music, and give more time to public affairs, etc." - WABE-FM, Atlanta, Ga.

IV. Limited Audience Appeal

This category is similar to the preceding one, but it pertains more directly to the choices of individual programs for syndication than to the repetition of general program types. Many factors affect the rejection of specific programs for lack of audience appeal; among the more significant are geographical location, the limitations of radio as a medium of communication, the presence or absence of a primary audience, the quality of the production, and, of course, the subject matter or topic to be broadcast. The following comments are representative of remarks made by station managers throughout the country with regard to specific NERN offerings:

Belgium Today: "NOBODY out here gives a damn about Belgium today or tomorrow and we're not sure that they should. However, if we had a show called Iceland Today, I suspect that Belgium Today would beat it in audience appeal." - WOI-AM/FM, Ames, Iowa.

World of the Rockhound: "I feel that the doings of amateur geologists is a bit specialized (26 half-hour programs? Come now)." - KUT-FM, Austin, Tex. "Didn't know any rockhounds in the area." - WBAA, Lafayette, Ind. "The program content is so specialized that it would have limited appeal. I can't afford program time for such a series in our program schedule." - WDTR-FM, Detroit, Mich. "Seems to demand television." - WGUC-FM, Cincinnati, O.

The London Echo: "Arts are not as important in a small town with an engineering school." - WBAA, Lafayette, Ind.

New Dimensions in Academic Freedom: "Ranchers don't dig this. Faculty would rather talk about it than listen." - KCWS, Ellensburg, Wash.

Over the Back Fence: "Rejected because of very limited appeal in our area. Canada is a relatively minor power in world affairs. We feel that the only people vitally interested in Canadian editorial opinion are those on the Canada desk at the State Department." - WOI-AM/FM, Ames, Iowa. "Press reviews are rather passé." - WRVR-FM, New York, N.Y. "Didn't like the show." WKSU-FM, Kent, O.

Many stations have made general critical remarks about programs with limited audience appeal rather than listing specific programs. Representative samples appear below:

"Most of those not selected are either not of sufficient interest to the WBEZ audience, or 'too far above the level of our average listeners.' (We serve elementary and high schools largely.)" - WBEZ-FM, Chicago, Ill.

"KCBL feels that over 80% of NAEB's offerings do not appeal to the type of audience we are trying to reach. We are also in an area where 14 other commercial FM stations can be received and a countless number of AM stations, including three in our own city. Whether we want to face the fact or not, we are in direct competition for a listening audience....Another valid point is that a student who sits in class all day and listens to lectures does not particularly want to come home, turn on the radio, and listen to more lectures. This is not to mean, however, that educational 'talk' programs need to be eliminated. KCBL does emphasize locally produced educational programs that appeal in a direct way to our local audience. We try to keep our local programs short, and we utilize a great deal of creative production. (One of the shortcomings of many of NAEB's programs is that creative production is lacking.)...." - KCBL-FM, Greeley, Colo.

V. Poor Technical Quality

Most station managers, in one way or another, have criticized either the poor production quality of NERN offerings or the terrible reproduction quality of NERN tapes. Judging from the vehemence of many of the comments, this has been a major problem in the past. Perhaps, the addition of more sophisticated tape equipment, coupled with the move from Urbana to new quarters in Washington will help remedy this problem.

Comments about the production values of various NERN offerings include the following: "Some of the series are poorly produced and should not be made available for broadcasting." - KUNR-FM, Reno, Nev. "Unfortunately, the network is often faced with the prospect of choosing among a few really good series and many not-so-hot items...Simply omit from consideration series which were not up to standards of high technical and content excellence." - KUT-FM, Austin, Tex.

Numerous comments concerning the technical quality of NERN musical offerings have been received. Printed below are several which indicate quite clearly the reactions of most stations:

"Generally, in the past, we have shied away from NER music programs because of inferior dubbings - Perhaps, this will not be the case in the future." WHA, Madison, Wis. "Poor technical quality, especially true of classical music recordings, some of which we would like to program but are not acceptable to our Music Director, Don Glass." - WFIU-FM, Bloomington, Ind.

Another frequently cited reason for the rejection of NERN offerings is the unavailability of NERN tapes in stereo. Although many affiliates are incapable of programming in stereo, those which are consider network programming unacceptable for their audiences. Reactions to this situation include the following: "Stereo is one gigantic factor. We are a stereo station and many programs here listed are available direct from source in stereo." - KBYU-FM, Provo, Utah. "Quality of NER music tapes has not been up to our standards. Also, we are now stereo - performance not particularly good, etc." - WBKY-FM, Lexington, Ky.

VI. Availability of Offerings from Other Sources

It should be noted that many NERN affiliates receive NERN offerings from other sources. For example, Georgetown Forum and Periscope may be ordered directly from their sources. BFA distributes foreign press reports comparable to those available through the network. Individual stations also offer their productions to affiliates before network syndication. Mary Jane in Perspective and The Inner Core, for example, have been broadcast by many stations which received them directly from their sources.

Numerous complaints about the duplication of tapes available from other sources appear in the comments, along with some suggestions for eliminating the problem, e.g., "We do not order Georgetown Forum from you because we can get it free from Georgetown - direct - i.e. - why not advertise the show is available from them: put the time, effort and money into something not available." - KUAC-FM, College, Alaska.

VII. Untimely Arrival of NERN Tapes

Two major complaints dominate this category. The first is that shipments of programs either have been too late to use or have never arrived at all. The second is that the material has often been dated by the time the tapes arrive. The second problem is probably more serious than the first, especially with regard to foreign press reviews. Among other programs in this study, Olympics '68 is mentioned often as having been irrelevant by the time the tapes were broadcast.

TABLE I

PROGRAM ACCEPTANCE & REJECTION FIGURES * FOR
NATIONAL EDUCATIONAL RADIO NETWORK
OCTOBER-DECEMBER, 1968

<u>PROGRAM</u>	<u>NO. OF STATIONS RECEIVING</u>	<u>%</u>
Institute on Man & Science	86	54.4
BBC World Report	83	52.5
European Review	83	52.5
The Comic Arts, II	82	51.8
The Negro American	80	50.6
What Must Be Done	79	50.0
Special of the Week	73	46.2
The Smoking Dilemma	71	44.9
Olympics '68	66	41.7
The Multiversity Today	65	41.1
Ernest Bloch: The Man & his Music	63	39.8
Library of Congress Lectures, II	58	36.7
Over the Back Fence	56	35.4
Transatlantic Profile	56	35.4
Package of 5-minute Programs	55	34.8
Music from Rochester	55	34.8
The Inner Core	55	34.8
Belgium Today	52	32.9
The London Echo	52	32.9
U.S. Foreign Policy: Demands of the Next Decade	50	31.6
Metaphysical Roots of Drama	45	28.4
Georgetown Forum	45	28.4
Latin American Perspectives	42	26.5
BBC Science Report	41	25.9
Japan: 1868-1968	38	24.0
New Aspects of Language	37	23.4
Assembly on Human Rights	31	19.6
Germany Today	29	18.3

* Information based on data from 158 affiliates.

TABLE II

PROGRAM ACCEPTANCE & REJECTION FIGURES FOR
NATIONAL EDUCATIONAL RADIO NETWORK*
JANUARY - MARCH, 1969

<u>PROGRAM</u>	<u>NO. OF STATIONS RECEIVING</u>	<u>%</u>
Mary Jane in Perspective	88	55.7
Special of the Week	78	49.3
BBC World Report	77	48.7
A Conversation With . . .	72	45.5
Institute on Man & Science	71	44.9
Revolution: Twentieth Century Phenomenon	58	36.7
New Dimensions in Academic Freedom	56	35.4
Behind the Classroom Door	55	34.8
John Dildine & Folk Music	50	31.6
Music From Finland	48	30.3
Directions in Children's Literature	47	29.7
Periscope	47	29.7
Asia Society Presents	46	29.1
BBC Science Magazine	46	29.1
Ernest Bloch: The Man & his Music	46	29.1
Music From Rochester	45	28.4
Latin American Perspectives	45	28.4
European Review	45	28.4
Package of 5-minute Programs	44	27.8
Georgetown Forum	43	27.2
Over the Back Fence	42	26.5
World of the Rockhound	42	26.5
Belgium Today	41	25.9
Metaphysical Roots of Drama	37	23.4
Make History Your Hobby	37	23.4
Report From Abroad	35	22.1
Close-Up of a Scientist	29	18.3
Challenges in Education	21	13.2
Law in the News	7	4.4
Business Review	7	4.4
Books in the News	7	4.4
Doctor, Tell Me	2	1.2

* Information based on data from 158 affiliates.

SURVEY OF NERN OFFERINGS ON RACIAL ISSUES

Each quarter NERN program offerings include 25 or more programs varying in length from five minutes to an hour or more. Stations are eligible to receive such programs on the basis of the membership category to which they subscribe. Their selection of category depends upon their broadcast schedule and budget. Because there are so many more programs offered than are likely to be accepted, it is not reasonable to set a percentage for acceptance and cite those stations which reject a higher figure. Accordingly, we have taken three programs that are clearly concerned with racial and civil rights matters and indicated those stations which selected them for broadcast. In addition, we have provided a range of comments from stations which did not order these programs.

The Negro American - a fifteen minute "talk" program produced by WDTR-FM(Detroit Public Schools).

List of Stations Receiving Program Through NERN *

KASU-FM, Jonesboro, Arkansas.
KLON-FM, Long Beach, California.
KERS-FM, Sacramento, California.
KCSM-FM, San Mateo, California.
KCSU-FM, Fort Collins, Colorado.
WUSF-FM, Tampa, Florida.
WABE-FM, Atlanta, Georgia.
WSIU-FM, Carbondale, Illinois.
WBEZ-FM, Chicago, Illinois.
WNIU-FM, Normal, Illinois
WMTH-FM, Park Ridge, Illinois.
WHFH-FM, Flossmoor, Illinois.
WGVE-FM, Gary, Indiana
WBAA-AM, Lafayette, Indiana.
WBST-FM, Muncie, Indiana.
WVHI-FM, Muncie, Indiana.
WSND-FM, Notre Dame, Indiana.
WETL-FM, South Bend, Indiana.
WISU-FM, Terre Haute, Indiana.
WVUR-FM, Valparaiso, Indiana.
WECI-FM, Richmond, Indiana.
KDPS-FM, Des Moines, Iowa.
KFKU-AM/FM, Lawrence, Kansas.
KSAC-AM/FM, Manhattan, Kansas.
WBKY-FM, Lexington, Kentucky.
WFPK/WFPL-FM, Louisville, Kentucky.

WBUR-FM, Boston, Massachusetts.
WHSR-FM, Winchester, Massachusetts.
WVAC-FM, Adrian, Michigan.
WKAR-AM/FM, East Lansing, Michigan.
WFBE-FM, Flint, Michigan.
WTAA-FM, Interlochen, Michigan.
WMUK-FM, Kalamazoo, Michigan.
WCMU-FM, Mount Pleasant, Michigan.
WEMU-FM, Ypsilanti, Michigan.
KMSU-FM, Mankato, Minnesota.
KUOM-AM, Minneapolis, Minnesota.
WCAL-FM, Northfield, Minnesota.
KVSC-FM, St. Cloud, Minnesota.
KCUR-FM, Kansas City, Missouri.
KSOZ-FM, Point Lookout, Missouri.
KSLH-FM, St. Louis, Missouri.
WBGO-FM, Newark, New Jersey.
KENW-FM, Portales, New Mexico.
WECW-FM, Elmira, New York.
WVHC-FM, Hempstead, New York.
WVVR-FM, New York, New York.
WAER-FM, Syracuse, New York.
WSHA-FM, Raleigh, North Carolina.
KDSU-FM, Fargo, North Dakota.
WAUP-FM, Akron, Ohio.
WGUC-FM, Cincinnati, Ohio.
WBOE-FM, Cleveland, Ohio.
WCBE-FM, Columbus, Ohio.
WKSU-FM, Kent, Ohio.
WMUB-FM, Oxford, Ohio.
WYSO-FM, Yellow Springs, Ohio.
KOAC-AM, Corvallis, Oregon.
KRVM-FM, Eugene, Oregon.
KBPS-FM, Portland, Oregon.
KOAP-FM, Portland, Oregon.
WDUQ-FM, Pittsburgh, Pennsylvania.
WDOM-FM, Providence, Rhode Island.
WUOT-FM, Knoxville, Tennessee.
WCBC-FM, Memphis, Tennessee.
WMOT-FM, Murfreesboro, Tennessee.
WPLN-FM, Nashville, Tennessee.
KUT-FM, Austin, Texas.
KWBU-FM, Waco, Texas.
KBYU-FM, Provo, Utah.
KUER-FM, Salt Lake City, Utah.
WNUB-FM, Northfield, Vermont.
KCWS-FM, Ellensburg, Washington.
KWSU-AM, Pullman, Washington.
KPLU-FM, Tacoma, Washington.

WUWM-FM, Milwaukee, Wisconsin.
WRFW-FM, River Falls, Wisconsin.
WSUS-FM, Stevens Point, Wisconsin.
WSUW-FM, Whitewater, Wisconsin.

Comments of Stations Rejecting "The Negro American"

"Scheduling problems." - KVCR, San Bernardino, Calif.

"Lack of funds for adult programming. We are basically an instructional service for the public school system." - WTHS, Miami, Fla.

"Came at a time when we had several other series in the area, some produced locally." - WFSU, Tallahassee, Fla.

"Scheduling problems." - WNAS, New Albany, Ind.

"...not selected simply because of limited air time available for NER programming coupled with the fact that the number of hours we can take from NER without incurring an 'excess' charge is limited." - WOI-AM/FM, Ames, Iowa.

"This series is too similar to something else we are using ... Acceptable content ... would like to use ... but priority and budget will not allow...." - WMKY-FM, Morehead, Ky.

"... duplicated series or information already being adequately covered by local productions." - WUOM-FM, Ann Arbor, Mich.

"Lack of general appeal." - WNMN-FM, Marquette, Mich.

"The format or content were not considered suitable for scheduling; in some cases this meant that we did not consider the content or format of sufficient quality, but in others it simply indicates that the material did not fit into our schedule as we conceived it." - WBFO-FM, Buffalo, N.Y.

"Since joining NAEB/NER a year ago, we have been taking the reduced service(100 hours). The reasons for this are largely financial. Therefore, the main reason I didn't select certain programs was that I simply couldn't afford them." - WRVO-FM, Oswego, N.Y.

"Too short." - WFDD-FM, Winston-Salem, N.C.

"Topics for conversation not of a challenging enough variety." - WRMC-FM, Middlebury, Vt.

"Had Negro in America and seven other programs on black-white relations." - KUOW-FM, Seattle, Wash.

"We were doing extensive taping in Milwaukee's 'Inner Core.' Many months of broadcasts on the race problem." - WHA, Madison, Wis.

The Inner Core: City Within a City - a half-hour discussion-documentary program produced by WHA(University of Wisconsin).

List of Stations Receiving Program Through NERN*

KUAC-FM, College, Alaska.
KEDC-FM, Northridge, California.
KVCR-FM, San Bernardino, California.
KSJS-FM, San Jose, California.
KCSM-FM, San Mateo, California.
KCSU-FM, Fort Collins, Colorado.
WUSF-FM, Tampa, Florida.
WSIU-FM, Carbondale, Illinois.
WNIU-FM, DeKalb, Illinois.
WBAA-AM, Lafayette, Indiana.
WSND-FM, Notre Dame, Indiana.
WISU-FM, Terre Haute, Indiana.
WVUR-FM, Valparaiso, Indiana.
WECI-FM, Richmond, Indiana.
WOI-FM, Ames, Iowa.
KFKU-AM/FM, Lawrence, Kansas.
WBKY-FM, Lexington, Kentucky.
WMKY-FM, Morehead, Kentucky.
WEKU-FM, Richmond, Kentucky.
WHSR-FM, Winchester, Massachusetts.
WVAC-FM, Adrian, Michigan.
WDET-FM, Detroit, Michigan.
WKAR-AM/FM, East Lansing, Michigan.
WFBE-FM, Flint, Michigan.
WGGL-FM, Houghton, Michigan.
WEMU-FM, Ypsilanti, Michigan.
KUMD-FM, Duluth, Minnesota.
WCAL-FM, Northfield, Minnesota.
KCUR-FM, Kansas City Missouri.
KCLC-FM, St. Charles, Missouri.
WAMC-FM, Albany, New York.
WNYE-FM, New York, New York.
WRRV-FM, New York, New York.
WAER-FM, Syracuse, New York.

WSHA-FM, Raleigh, North Carolina.
KFJM-FM, Grand Forks, North Dakota.
WAUP-FM, Akron, Ohio.
WBGU-FM, Bowling Green, Ohio.
WRUW-FM, Cleveland, Ohio.
WKSU-FM, Kent, Ohio
WMUB-FM, Oxford, Ohio.
WYSO-FM, Yellow Springs, Ohio.
KBPS-AM, Portland, Oregon.
WDOM-FM, Providence, Rhode Island.
KUSD-AM, Vermillion, South Dakota,
WUOT-FM, Knoxville, Tennessee.
WCBC-FM, Memphis, Tennessee.
KUT-FM, Austin, Texas.
KWSU-AM, Pullman, Washington.
KUOW-FM, Seattle, Washington.
WUWM-FM, Milwaukee, Wisconsin.
WRST-FM, Oshkosh, Wisconsin.
WRFW-FM, River Falls, Wisconsin.

Comments of Stations Rejecting "The Inner Core"

"Similar programming at the time." - KEBS, San Diego, Calif.

"Lack of additional funds for adult programming..." - WTHS, Miami, Fla.

"Series sent to us directly from station WHA." - WFSU-FM, Tallahassee, Fla.

"Scheduling problems." - WNAS-FM, New Albany, Ind.

"An excellent series - we carried it earlier directly from the producer." - KSAC-AM/FM, Manhattan, Kan.

"Lack of general appeal." - WNMN-FM, Marquette, Mich.

"The main reason for not selecting more series of programs is lack of scheduling time. We have little time on the air beyond our in-school hours." - KSLH-FM, St. Louis, Mo.

"...Because of our limited budget, we cannot afford to buy additional programs, and our selection of NERN programs is controlled by this... Because KUNR-FM is educational is no reason to refuse programming that might be considered objectionable in content. Our aim is to present only the best in quality." - KUNR-FM, Reno, Nev.

"Had produced and aired a similar program locally." - WGUC-FM, Cincinnati, O.

"Limited appeal." - KLCC-FM, Eugene, Ore.

"Too localized." - KOAC-AM, Corvallis, Ore.

"Schedule conflict." - KWBU-FM, Waco, Tex.

"Had no time available at time program was offered." - KBYU-FM, Provo, Utah.

"Not enough space in our programming." - WRMC-FM, Middlebury, Vt.

"No local interest." - KWCS-FM, Ellensburg, Wash.

"Already broadcast. WHA production." - WHA, Madison, Wis.

What Must Be Done - a half - hour discussion program based on Newsweek Magazine's article, "The Negro in America--What Must Be Done," produced by WLIB(New York City).

List of Stations Receiving Program Through NERN*

KEDC-FM, Northridge, California.
KPCS-FM, Pasadena, California.
KERS-FM, Sacramento, California.
KVCR-FM, San Bernardino, California.
KEBS-FM, San Diego, California.
KCSM-FM, San Mateo, California.
KCSU-FM, Fort Collins, Colorado.
WTHS-FM, Miami, Florida.
WABE-FM, Atlanta, Georgia.
WSIU-FM, Carbondale, Illinois.
WNIU-FM, DeKalb, Illinois.
WHFH-FM, Flossmoor, Illinois.
WGLT-FM, Normal, Illinois.
WETN-FM, Wheaton, Illinois.
WNTH-FM, Winnetka, Illinois.
WETL-FM, South Bend, Indiana.
WVUR-FM, Valparaiso, Indiana.
WECI-FM, Richmond, Indiana.
WOI-FM, Ames, Iowa.
WSUI-AM/FM, Iowa City, Iowa.
KFKU-AM/FM, Lawrence, Kansas.
KSAC-AM/FM, Manhattan, Kansas.
KMUW-FM, Wichita, Kansas.

WBKY-FM, Lexington, Kentucky.
WMKY-FM, Morehead, Kentucky.
WMEB-FM, Orono, Maine.
WFCR-FM, Amherst, Massachusetts.
WUOM-FM, Ann Arbor, Michigan.
WKAR-AM/FM, East Lansing, Michigan.
WFBE-FM, Flint, Michigan.
WMUK-FM, Kalamazoo, Michigan.
WCMU-FM, Mount Pleasant, Michigan.
WEMU-FM, Ypsilanti, Michigan.
KSJR-FM, Collegeville, Minnesota.
KUMD-FM, Duluth, Minnesota.
KMSU-FM, Mankato, Minnesota.
KUOM-AM, Minneapolis, Minnesota.
KVSC-FM, St. Cloud, Minnesota.
KCUR-FM, Kansas City, Missouri.
KSOZ-FM, Point Lookout, Missouri.
KENW-FM, Portales, New Mexico.
WAMC-FM, Albany, New York.
WBFO-FM, Buffalo, New York.
WVHC-FM, Hempstead, New York.
WNYE-FM, New York, New York.
WRVR-FM, New York, New York.
WAER-FM, Syracuse, New York.
WSHA-FM, Raleigh, North Carolina.
WFDD-FM, Winston-Salem, North Carolina.
KFJM-FM, Grand Forks, North Dakota.
WAUP-FM, Akron, Ohio.
WOUB-AM/FM, Athens, Ohio.
WBGU-FM, Bowling Green, Ohio.
WGUC-FM, Cincinnati, Ohio.
WRUW-FM, Cleveland, Ohio.
WOSU-AM/FM, Columbus, Ohio.
WMUB-FM, Oxford, Ohio.
KWGS-FM, Tulsa, Oklahoma.
KOAC-AM, Corvallis, Oregon.
KBPS-AM, Portland, Oregon.
WDUQ-FM, Pittsburgh, Pennsylvania.
WDOM-FM, Providence, Rhode Island.
KUSD-AM, Vermillion, South Dakota.
WPLN-FM, Nashville, Tennessee.
KUT-FM, Austin, Texas.
KWBW-FM, Waco, Texas.
WRMC-FM, Middlebury, Vermont.
WCWM-FM, Williamsburg, Virginia.
KCWS-FM, Ellensburg, Washington.
KWSU-AM, Pullman, Washington.

KUOW-FM, Seattle, Washington.
WUWM-FM, Milwaukee, Wisconsin.
WRST-FM, Oshkosh, Wisconsin.
WRFW-FM, River Falls, Wisconsin.
WSSU-FM, Superior, Wisconsin.
WSUW-FM, Whitewater, Wisconsin.
Wisconsin State Radio Council (11 stations).

Comments of Stations Rejecting "What Must Be Done"

"Came at a time when we were broadcasting several other series in this subject area." - WFSU-FM, Tallahassee, Fla.

"We were doing our own series in a similar vein." WBAA-AM, Lafayette, Ind.

"Scheduling problems." - WNAS-FM, New Albany, Ind.

"Due to limitations on budget, we could not order this series. No objection to content." - WPFL/WPFK-FM, Louisville, Ky.

"Was obtained directly from WLIB prior to syndication." - WBUR-FM, Boston, Mass.

"The major reason WVAC did not subscribe to more programs is that we have been operating with a reduced service due to budget problems. The programs that were picked are those that would offer our listeners a variety of material." - WVAC-FM, Adrian, Mich.

"Didn't hear show." - WKSU-FM, Kent, O.

"Not familiar with this." - KLCC-FM, Eugene, Ore.

"Had no time or need for program so described." - KBYU-FM, Provo, Utah.

* This listing includes only those stations that ordered these series through the National Educational Radio Network. No figures are available concerning the number of stations which ordered the series directly from their sources.

LIST OF NATIONAL EDUCATIONAL RADIO NETWORK AFFILIATES
INCLUDED IN PROGRAM PRACTICES SURVEY

ALASKA

KUAC-FM, University of Alaska, College.

ARKANSAS

KASC-FM, Arkansas State Teachers College, Conway.

KASU-FM, Arkansas State University, Jonesboro.

CALIFORNIA

KLON-FM, Long Beach Unified School District, Long Beach.

KEDC-FM, San Fernando Valley State College, Northridge.

KPCS-FM, Pasadena City College, Pasadena.

KERS-FM, Sacramento State College, Sacramento.

KVCR-FM, San Bernardino Valley College, San Bernardino.

KEBS-FM, San Diego State College, San Diego.

KSJS-FM, San Jose State College, San Jose.

KCSM-FM, College of San Mateo, San Mateo.

KNHS-FM, Torrance Unified School District, Torrance.

COLORADO

KCSU-FM, Colorado State University, Fort Collins.

KCBL-FM, Colorado State College, Greeley.

KWSB-FM, Western State College, Gunnison.

DISTRICT OF COLUMBIA

WAMU-FM, The American University, Washington.

FLORIDA

WTHS-FM, Board of Education of Dade County, Miami.

WFSU-FM, Florida State University, Tallahassee.

WUSF-FM, University of South Florida, Tampa.

WPRK-FM, Rollins College, Winter Park.

GEORGIA

WABE-FM, Atlanta Board of Education, Atlanta.

ILLINOIS

WSIU-FM, Southern Illinois University, Carbondale.
WBEZ-FM, Chicago Board of Education, Chicago.
WNIU-FM, Northern Illinois University, DeKalb.
WHFH-FM, Homewood-Flossmoor High School, Flossmoor.
WGLT-FM, Illinois State University, Normal.
WMTH-FM, Maine Twp. High School District #207, Park Ridge.
WVIK-FM, Augustana College, Rock Island.
WILL-AM/FM, University of Illinois, Urbana.
WETN-FM, Wheaton College, Wheaton.
WNTH-FM, New Trier Twp. High School, Winnetka.

INDIANA

WFIU-FM, Indiana University, Bloomington.
WPSR-FM, Evansville-Vanderburgh High School Corp., Evansville.
WGVE-FM, School City of Gary, Gary.
WVSH-FM, School City of Huntington, Huntington.
WBDG-FM, Metropolitan School District, Indianapolis.
WIAN-FM, Indianapolis Public Schools, Indianapolis.
WBAA-AM, Purdue University, Lafayette.
WBST-FM, Ball State Teachers College, Muncie.
WWHI-FM, Wilson Junior High School, Muncie.
WNAS-FM, School City of New Albany, New Albany.
WSND-FM, University of Notre Dame, Notre Dame.
WETL-FM, South Bend Community School Corp., South Bend.
WISU-FM, Indiana State University, Terre Haute.
WVUR-FM, Valparaiso University, Valparaiso.
WECI-FM, Earlham College, Richmond.

IOWA

WOI-FM, Iowa State University, Ames.
KALA-FM, St. Ambrose College, Davenport.
KDPS-FM, Des Moines Public Schools, Des Moines.
WSUI-AM, State University of Iowa, Iowa City.
KSUI-FM, State University of Iowa, Iowa City

KANSAS

KFKU-AM/FM, University of Kansas Lawrence.
KSAC-AM/FM, Kansas State University, Manhattan.
KNUW-FM, University of Wichita, Wichita.

KENTUCKY

WBKY-FM, University of Kentucky, Lexington.
WFPK-FM, Louisville Free Public Library, Louisville.
WFPL-FM, Louisville Free Public Library, Louisville.
WMKY-FM, Morehead State University, Morehead.
WEKU-FM, Eastern Kentucky University, Richmond.
WSSC-FM, Somerset Community College, Somerset.

MAINE

WMEB-FM, University of Maine, Orono.

MASSACHUSETTS

WFCR-FM, Five College Radio, Amherst.
WBUR-FM, Boston University, Boston.
WHSR-FM, Winchester Senior High School, Winchester.

MICHIGAN

WVAC-FM, Adrian College, Adrian.
WUOM-FM, University of Michigan, Ann Arbor.
WDET-FM, Wayne State University, Detroit.
WDTR-FM, Detroit Board of Education, Detroit.
WKAR-AM/FM, Michigan State University, East Lansing.
WFBE-FM, Flint Board of Education, Flint.
WVGR-FM, University of Michigan, Grand Rapids.
WHPR-FM, School District of Highland Park City, Highland Park.
WGGL-FM, Michigan Technological University, Houghton.
WIAA-FM, National Music Camp, Interlochen.
WMUK-FM, Western Michigan University, Kalamazoo.
WNMR-FM, Northern Michigan University, Marquette.
WCMU-FM, Central Michigan University, Mount Pleasant.
WPHS-FM, Warren Consolidated Schools, Warren.
WEMU-FM, Eastern Michigan University, Ypsilanti.

MINNESOTA

KSJR-FM, St. John's University, Collegeville.
KUMD-FM, University of Minnesota, Duluth.
KMSU-FM, Mankato State College, Mankato.
KUOM-AM, University of Minnesota, Minneapolis.
WCAL-FM, St. Olaf College, Northfield.
KVSC-FM, St. Cloud State College, St. Cloud.

MISSOURI

KCUR-FM, University of Missouri, Kansas City.
KSOZ-FM, School of the Ozarks, Point Lookout.
KCLC-FM, Lindenwood College, St. Charles.
KSLH-FM, St. Louis Board of Education, St. Louis.

MONTANA

KGLT-FM, Montana State University, Bozeman.
KUFM-FM, University of Montana, Missoula.

NEVADA

KUNR-FM, University of Nevada, Reno.

NEW JERSEY

WBGO-FM, Newark Board of Education, Newark.

NEW MEXICO

KANW-FM, Albuquerque Board of Education, Albuquerque.
KENW-FM, Eastern New Mexico University, Portales.

NEW YORK

WAMC-FM, Albany Medical College of Union University, Albany.
WBFO-FM, State University of New York, Buffalo.
WSLU-FM, St. Lawrence University, Canton.
WECW-FM, Elmira College, Elmira.
WVHC-FM, Hofstra University, Hempstead.
WNYE-FM, New York Board of Education, New York.
WRVR-FM, The Riverside Church, New York.
WRVO-FM, State University College, Oswego.
WAER-FM, Syracuse University, Syracuse.

NORTH CAROLINA

WUNC-FM, University of North Carolina, Greensboro.
WSHA-FM, Shaw University, Raleigh.
WFDD-FM, Wake Forest College, Winston-Salem.

NORTH DAKOTA

KDSU-FM, North Dakota State University, Fargo.
KFJM-FM, University of North Dakota, Grand Forks.

OHIO

WAPS-FM, Akron Public Schools, Akron.
WAUP-FM, University of Akron, Akron.
WOUB-AM/FM, The Ohio University, Athens.
WBGU-FM, Bowling Green University, Bowling Green
WGUC-FM, University of Cincinnati, Cincinnati.
WBOE-FM, Cleveland Board of Education, Cleveland.
WRUW-FM, Case-Western Reserve University, Cleveland.
WCBE-FM, School District of Columbus, Columbus.
WOSU-AM/FM, The Ohio State University, Columbus.
WKSU-FM, Kent State University, Kent.
WMUB-FM, Miami University, Oxford.
WKTL-FM, Struthers Board of Education, Struthers.
WYSO-FM, Antioch College, Yellow Springs.

OKLAHOMA

KWGS-FM, University of Tulsa, Tulsa.

OREGON

KOAC-AM, State Board of Higher Education, Corvallis.
KLCC-FM, Lane Community College, Eugene.
KRVM-FM, Eugene Public Schools, Eugene.
KBPS-AM, Portland Public Schools, Portland.
KOAP-FM, State Board of Higher Education, Portland.

PENNSYLVANIA

WDUQ-FM, Duquesne University, Pittsburgh.

RHODE ISLAND

WDOM-FM, Providence College, Providence.

SOUTH DAKOTA

KESD-FM, South Dakota State University, Brookings.
KUSD-AM, University of South Dakota, Vermillion.

TENNESSEE

WUOT-FM, University of Tennessee, Knoxville.
WCBC-FM, Christian Brothers College, Memphis.
WMOT-FM, Middle Tennessee State University, Murfreesboro.
WPLN-FM, Nashville Public Library, Nashville.

TEXAS

KUT-FM, University of Texas, Austin.
KTCU-FM, Texas Christian University, Ft. Worth.
KWBW-FM, Baylor University, Waco.

UTAH

KBYU-FM, Brigham Young University, Provo.
KUER-FM, University of Utah, Salt Lake City.

VERMONT

WRUV-FM, University of Vermont, Burlington.
WRMC-FM, Middlebury College, Middlebury.
WNUB-FM, Norwich University, Northfield.

VIRGINIA

WCWM-FM, College of William and Mary, Williamsburg.

WASHINGTON

KCWS-FM, Central Washington State College, Ellensburg.
KWSU-AM, Washington State University, Pullman.
KUOW-FM, University of Washington, Seattle.
KCPS-FM, Clover Park School District #400, Tacoma.
KPLU-FM, Pacific Lutheran University, Tacoma.

WEST VIRGINIA

WVBC-FM, Bethany College, Bethany.
WVWC-FM, West Virginia Wesleyan College, Buckhannon.

WISCONSIN

WUWM-FM, University of Wisconsin, Milwaukee.
WRST-FM, Wisconsin State University, Oshkosh.
WRFW-FM, Wisconsin State University, River Falls.
WSUS-FM, Wisconsin State University, Stevens Point.
WSSU-FM, Wisconsin State University, Superior.
WSUW-FM, Wisconsin State University, Whitewater.
WLBL-AM, Wisconsin State Radio Council, Auburndale.
WWSA-FM, Wisconsin State Radio Council, Brule.
WHKW-FM, Wisconsin State Radio Council, Chilton.
WHWC-FM, Wisconsin State Radio Council, Colfax.
WHAD-FM, Wisconsin State Radio Council, Delufield.
WHHI-FM, Wisconsin State Radio Council, Highland.

WISCONSIN(cont.)

WHLA-FM, Wisconsin State Radio Council, Holmen.
WHA-AM/FM, Wisconsin State Radio Council, Madison.
WHMD-FM, Wisconsin State Radio Council, Marinett.
WHRM-FM, Wisconsin State Radio Council, Wausau.

WYOMING

KUWR-FM, University of Wyoming, Laramie.

RESULTS OF TELEVISION PROGRAM PRACTICES SURVEY

SUMMARY OF NET AFFILIATE ACCEPTANCE OF NET
SCHEDULED SERVICE: OCTOBER-DECEMBER, 1968
AND JANUARY-MARCH, 1969

OCTOBER-DECEMBER, 1968 *		JANUARY-MARCH, 1969 **	
<u>no. of affiliates</u>	<u>%</u>	<u>percentage of acceptance</u>	<u>no. of affiliates</u>
			<u>%</u>
40	27	100	53
			35
84	58	95-99	64
			43
8	5	90-94	16
			11
14	10	Less than 90	17
			11

* 146 affiliates

** 150 affiliates

SURVEY OF PROGRAMS REJECTED BY NET AFFILIATES
OCTOBER, 1968 - MARCH, 1969

Additional comments from educational television stations rejecting more than ten per cent of the scheduled service are listed where applicable. We have not sought data for those rejecting less than ten per cent of the scheduled service on the assumption that occasional deletions for technical or content reasons are not necessarily indicative of any important trend or policy (unless it be that acceptance is easier than rejection).

During October-December, 1968, fourteen stations reported broadcasting less than ninety per cent of the NET programs listed in the scheduled service. The chart below lists these stations, together with the number of programs rejected and the reasons for rejecting them.

<u>Station</u>	<u>% Broadcast</u>	<u>No. of programs rejected</u>	<u>Reasons for Rejection</u>
WGSF	77	14	Not broadcast by feeding station (WOSU) - 4 Live local program commitments - 1 Christmas vacation - 1 "Early sign-off" - 8
KETS	84	12	* Objectionable content - 10 Dated content - 2
WQLN	84	12	Technical problems - 12
KPEC	85	11	Christmas vacation - 5 "Pre-empted" - 3 Poor tape quality - 1 Programming error - 1 Interconnection failure - 1
KUID	86	10	Christmas vacation - 10
WSJK	88	9	Thanksgiving & Christmas vacations - 4 Pre-empted for local program - 1 Program delayed in mail - 1 "A.T & T. lines unavailable" - 1 No reason given - 2

* A listing of programs rejected because of objectionable content is given in the following section. See note on p. 34.

<u>Station</u>	<u>% Broadcast</u>	<u>No. of programs rejected</u>	<u>Reasons for rejection</u>
Nebraska ETV Net. (8)	88	9	Program not received - 1 Replaced by local specials - 3 Objectionable program content - 2 "Pre-empted for delayed PBL broadcast" - 1 Replaced by other NET programs - 2

During January-March, 1968, seventeen stations broadcast under ninety per cent of the basic NET schedule. These stations are:

<u>Station</u>	<u>% Broadcast</u>	<u>No. of programs rejected</u>	<u>Reasons for rejection</u>
KL VX	78	18	Replaced by local & regional programs - 7 Irrelevant to local situation - 8 *Objectionable content - 3
KETS	79	17	Objectionable program content - 17
KRMA	83	14	Pre-empted for local programs - 8 Pre-empted for auction - 5 Pre-empted by local school board-1
WHRO	84	13	Objectionable program content - 14
WSRE	84	13	Scheduling problems - 13
Nebraska ETV Net. (8)	88	10	Replaced by NET or local special programs - 3 Objectional content - 7
Vermont ETV Net. (4)	88	10	Off the air - 8 Replaced by local & regional programming - 2

* A listing of programs rejected because of objectionable content is given in the following section. It is important to note that programs rejected for content reasons were sometimes rejected because neither time nor staff were available to pre-view programs. Series or programs dealing with sensitive topics may have been deleted, therefore, without advance screening.

LIST OF NET PROGRAMS REJECTED FOR CONTENT
OCTOBER-DECEMBER, 1968

The programs listed are those which the stations surveyed indicated were rejected because of program content considerations during October-December, 1968.

<u>Program</u>	<u>Station</u>	<u>City</u>
Black Journal No. 5	Alabama ETV Net. KETS	All stations Conway, Arkansas
Black Journal No. 6	KETS	Conway, Arkansas
NET Journal: The Candidates and the Issues	KETS	Conway, Arkansas
NET Journal: The Drinking American	KLVB	Las Vegas, Nevada
NET Journal: LSD: Lettvin <u>vs.</u> Leary	KETS	Conway, Arkansas
NET Playhouse: Across the River	KETS	Conway, Arkansas
NET Playhouse: A Mother for Janek	WGBH	Boston, Massachusetts
NET Playhouse: Theatre America -- New Theatre for Now	Nebraska ETV Net. WCNY WRLK KBHE WKNO	All stations Syracuse, New York Columbia, South Carolina Rapid City, South Dakota Memphis, Tennessee
NET Playhouse: Thirteen Against Fate -- The Son	KETS	Conway, Arkansas.
-- The Murderer	KETS	Conway, Arkansas
-- The Suspect	KETS	Conway, Arkansas
-- The Consul	KETS	Conway, Arkansas

<u>Program</u>	<u>Station</u>	<u>City</u>
NET Playhouse: Women Beware Women	KETS	Conway, Arkansas
NET Festival: Bluebeard's Castle	WRLK	Columbia, So. Carolina
NET Special: The American Image	WENH	Durham, New Hampshire
NET Special: The Nixon Cabinet	WSIU	Carbondale, Illinois
News in Perspective (All six programs)	KETC	St. Louis, Missouri
The Minority Candidates	KLRN	Austin, Texas
Who Is -- Maurice Bejart	Nebraska ETV Net.	All stations

LIST OF NET PROGRAMS REJECTED FOR CONTENT
JANUARY - MARCH, 1969

The programs listed are those which the stations surveyed indicated were rejected because of program content considerations during January-March, 1969.

<u>Program</u>	<u>Station</u>	<u>City</u>
Black Journal No. 8	KETS	Conway, Arkansas
Black Journal No. 9	KETS WHRO	Conway, Arkansas Norfolk, Virginia
Black Journal No. 10	KETS WGTW WHRO	Conway, Arkansas Athens, Georgia Norfolk, Virginia
City Makers (entire series)	WHRO	Norfolk, Virginia
City Makers No. 5	KETS	Conway, Arkansas
NET Festival: Nina Simone	KETS WUCM Nebraska ETV Net. KLVX WKNO WHRO WCVE	Conway, Arkansas Univ. Ctr., Michigan All stations Las Vegas, Nevada Memphis, Tennessee Norfolk, Virginia Richmond, Virginia
NET Festival: Film Generation on Dance	KETS	Conway, Arkansas
Conversations with Clare Booth Luce (all four programs)	WNDT	New York, New York
NET Journal: Diary of a Student Revolutionary	KETS WNMR Nebraska ETV Net. KLVX WHRO	Conway, Arkansas Marquette, Michigan All stations Las Vegas, Nevada Norfolk, Virginia

<u>Program</u>	<u>Station</u>	<u>City</u>
NET Journal: Fidel	WFSU WCMU Nebraska ETV Net. KLVX	Tallahassee, Florida Mt. Pleasant, Michigan All stations Las Vegas, Nevada
NET Journal: If I Don't Agree, Must I Go Away?	Nebraska ETV Net.	All stations
NET Journal: Some of Our Best Friends	Alabama ETV Net. KETS WJSK WKNO WHRO WCVE	All stations Conway, Arkansas Knoxville, Tennessee Memphis, Tennessee Norfolk, Virginia Richmond, Virginia
NET Playhouse: The Blood Knot	KETS KRMA	Conway, Arkansas Denver, Colorado
NET Playhouse: The Boss's Son	KETS	Conway, Arkansas
NET Playhouse: Cathy Come Home	KETS	Conway, Arkansas
NET Playhouse: Infancy & Childhood	KETS	Conway, Arkansas
NET Playhouse: Talking to A Stranger (all four programs)	KETS KESD WCVE	Conway, Arkansas Brookings, So. Dakota Richmond, Virginia
--Anytime You're Ready, I'll Sparkle	Nebraska ETV Net.	All stations
--No Skill or Special Knowledge Required	Nebraska ETV Net. WKNO	All stations Memphis, Tennessee
--The Innocent Must Suffer	Nebraska ETV Net.	All stations
Who Is-- Maurice Bejart	KETS KESD KBHE	Conway, Arkansas Brookings, So. Dakota Rapid City, So. Dakota

FURTHER COMMENTS ABOUT PROGRAMS
NOT ACCEPTED FOR REASONS OF CONTENT

Three programs were rejected with considerably higher frequency than most others: NET Playhouse, NET Journal and Black Journal. The reasons for not accepting such programs were inevitably tied to local concerns and anxieties.

The NET Journal program, "Fidel," was rejected by WFSU, Tallahassee, because of concern about balance. It was considered pro-Fidel and gave an incomplete picture, "leaving the viewer with false impressions." Although the station carried other controversial programs, this was rejected because the management did not feel it could "justify to its higher authorities" scheduling the program. WCMU, Mt. Pleasant, Michigan, also reported that the program carried "too much propaganda, was too one-sided, and that viewers would not have waited for a panel discussion at the end." Another station, KLVX, Las Vegas, labeled it "sugar-coated communism."

An NET Journal program, "Diary of A Student Revolutionary," was not selected by KLVX because "we had our own...no additional instruction was necessary." The program, "Some of Our Best Friends," was not accepted by WSJK, Sneedville(Knoxville) and WKNO(Memphis), because of profanity. An NET Journal entitled "The Drinking American" was not accepted by KLVX because it was felt that a more "seasonal program for program balance and color" would be more acceptable.

Several NET Journal programs and Black Journal programs were not carried by KETS, Conway, Arkansas, because of program content. The station has reported that each program was not necessarily rejected for objectionable content, but was rejected because program personnel were not available to preview each one before broadcast.

The NET Playhouse was rejected by stations for several similar reasons, generally dealing with obscenity or topics that were felt to be offensive to local viewers. For example, "Theatre in America--New Theatre For Now," was rejected by WCNV, Syracuse, because it did not "conform to local standards of taste" and involved "gratuitous obscenity." WKNO, Memphis, identified one play in this program as "having offensive language and suggestive material." WRLK, Columbia, S.C., referred to it

as having "excessive profanity." KESD, Brookings, S.D., rejected four NET Playhouse programs, "Talking to A Stranger," because there was "objection to the language." Another NET Playhouse, "The Blood Knot," was pre-empted on KRMA by the local school board.

Several NET Festival programs were not carried. KLVX rejected the Nina Simone program because of several "unacceptable" songs. WUCM, University Center, Michigan, rejected the same program because a "certain segment would be offensive to our viewing audience." KETS, Conway, Arkansas, rejected the same program. WKNO, Memphis, deleted the program from its schedule because of a "profane song."

An NET Special, "The American Image," was not carried by WENH, Durham, New Hampshire, because it was considered merely "another distinguished panel of experts" program. Another NET Special, "The Nixon Cabinet," was not carried by WSIU, Carbondale, Illinois, because another program had been scheduled, and it would have duplicated what commercial stations were carrying simultaneously.

The Black Journal was not carried by several stations, although each program was treated as a separate matter by those stations which rejected any of the series. Black Journal No. 10, for example, which featured Julian Bond, was not carried by WGTV, Athens, Georgia. Although the station reports that Julian Bond had appeared on the station at another time, it felt this particular program would have "fanned the fire," since it commented about Governor Lester Maddox at a time when he was commenting negatively on the Ford Foundation and public broadcasting. KETS, Conway, Arkansas, by decision of its governing Commission, decided not to carry any of the Black Journal programs. Black Journal No. 5 was identified as "inappropriate for university sponsorship" by the Alabama ETV Network.

APPENDIX II

LIST OF NATIONAL EDUCATIONAL TELEVISION AFFILIATES INCLUDED IN PROGRAM PRACTICES SURVEY

ALABAMA

WAIQ-TV, Alabama Educational Television Commission, Montgomery.
WBIQ-TV, Alabama Educational Television Commission, Birmingham.
WCIQ-TV, Alabama Educational Television Commission, Cheaha.
WDIQ-TV, Alabama Educational Television Commission, Dozier.
WEIQ-TV, Alabama Educational Television Commission, Mobile.
WFIQ-TV, Alabama Educational Television Commission, Florence.
WGIQ-TV, Alabama Educational Television Commission, Texasville.
WHIQ-TV, Alabama Educational Television Commission, Huntsville.

AMERICAN SAMOA

KVZK-TV, Department of Education, Pago Pago.

ARIZONA

KAET-TV, Board of Regents of the Universities and State
Colleges of Arizona, Phoenix(Tempe).
KUAT-TV, Board of Regents for University of Arizona, Tucson.

ARKANSAS

KETS-TV, Arkansas Educational Television Commission, Conway.

CALIFORNIA

KCET-TV, Community Television of Southern California, Los Angeles.
KIXE-TV, Northern California Educational Television, Inc.,
Redding.
KVIE-TV, Central California Educational Television, Sacramento.
KVCR-TV, San Bernardino Junior College District, San Bernardino.
KEBS-TV, Board of Trustees, California State Colleges, For
San Diego State College, San Diego.
KQED-TV, Bay Area Educational Television Association, San
Francisco.

COLORADO

KRMA-TV, School District #1, Denver.

CONNECTICUT

WEDH-TV, Connecticut Educational Television Corp., Hartford.
WEDN-TV, Connecticut Educational Television Corp., Norwich.
WEDW-TV, Connecticut Educational Television Corp., Bridgeport.

DISTRICT OF COLUMBIA

WETA-TV, Greater Washington Educational Television Association,
Inc., Washington.

FLORIDA

WUFT-TV, Board of Regents, State of Florida for the University
of Florida, Gainesville.
WJCT-TV, Community Television, Inc., Jacksonville.
WTHS-TV, Dade County Board of Public Instruction, Miami.
WSRE-TV, Board of Public Instruction of Escambia County,
Pensacola.
WFSU-TV, The Board of Regents of Florida, Tallahassee.
WEDU-TV, Florida West Coast Educational Television, Inc.,
Tampa.

GEORGIA

WGTV-TV, Board of Regents for the University of Georgia, Athens.
WETV-TV, Board of Education of the City of Atlanta, Atlanta.
WABW-TV, Georgia State Board of Education, Pelham.
WACS-TV, Georgia State Board of Education, Dawson.
WCES-TV, Georgia State Board of Education, Augusta.
WCLP-TV, Georgia State Board of Education, Chatsworth.
WDCO-TV, Georgia State Board of Education, Cochran.
WJSP-TV, Georgia State Board of Education, Warm Springs.
WVAN-TV, Georgia State Board of Education, Pembroke.
WXGA-TV, Georgia State Board of Education, Waycross.

HAWAII

KHET-TV, University of Hawaii, Honolulu.
KMEB-TV, University of Hawaii, Wailuku.

IDAHO

KUID-TV, Board of Regents, University of Idaho, Moscow.

ILLINOIS

WSIU-TV, Southern Illinois University, Carbondale.
WTTW-TV, Chicago Educational Television Association, Chicago.
WUSI-TV, Southern Illinois University, Olney.
WILL-TV, University of Illinois Board of Trustees, Urbana.

INDIANA

WTIU-FM, Trustees of Indiana University, Bloomington.
WVUT-TV, Vincennes University Board of Trustees, Vincennes.

IOWA

KDIN-TV, DesMoines Independent Community School District,
DesMoines.

KANSAS

KTWU-TV, Washburn University of Topeka, Topeka.

KENTUCKY

WFPK-TV, Jefferson County Board of Education, Louisville.

LOUISIANA

WYES-TV, Greater New Orleans Educational Television Foundation,
New Orleans.

MAINE

WCBB-TV, Colby-Bates-Bowdoin Educational Telecasting Corp.,
Augusta/Lewiston.
WMEB-TV, University of Maine, Orono.
WMED-TV, University of Maine, Calais
WMEM-TV, University of Maine, Presque Isle.

MASSACHUSETTS

WGBH-TV, WGBH Educational Foundation, Boston.

MICHIGAN

WTVS-TV, Detroit Educational Television Foundation, Detroit.
WMSB-TV, Board of Trustees, Michigan State University, East
Lansing.
WNMR-TV, Northern Michigan University, Marquette.

MICHIGAN(cont.)

WCMU-TV, Central Michigan University, Mt. Pleasant.
WUCM-TV, Delta College, University Center.

MINNESOTA

WDSE-TV, Duluth-Superior Area Educational Television Corp.,
Duluth/Superior.
KTCA-TV, Twin City Area Educational Television Corporation,
St. Paul-Minneapolis.
KWCM-TV, Twin City Area Educational Television Corporation,
Appleton.

MISSOURI

KCSD-TV, School District, Kansas City.
KETC-TV, St. Louis Educational Television Commission, St. Louis.

NEBRASKA

KUON-TV, Board of Regents, University of Nebraska, Lincoln.
KLNE-TV, Nebraska Educational Television Commission, Lexington.
KMNE-TV, Nebraska Educational Television Commission, Bassett.
KPNE-TV, Nebraska Educational Television Commission, No. Platte.
KRNE-TV, Nebraska Educational Television Commission, Merriman.
KTNE-TV, Nebraska Educational Television Commission, Alliance.
KXNE-TV, Nebraska Educational Television Commission, Norfolk.
KHNE-TV, Nebraska Educational Television Commission, Hastings.

NEVADA

KLVX-TV, Clark County School District Board of Trustees,
Las Vegas.

NEW HAMPSHIRE

WENH-TV, University of New Hampshire, Durham.
WLED-TV, University of New Hampshire, Littleton.
WHED-TV, University of New Hampshire, Hanover.
WEKW-TV, University of New Hampshire, Keene.
WEDB-TV, University of New Hampshire, Berlin.

NEW MEXICO

KNME-TV, Regents of the University of New Mexico & the Board
of Education of the City of Albuquerque, Albuquerque.

NEW YORK

WSKG-TV, Southern Tier Educational Television Association,
Inc., Binghamton.
WNED-TV, Western New York Educational Television Association,
Inc., Buffalo.
WNDT-TV, Educational Broadcasting Corporation, New York/ Newark.
WXXI-TV, Rochester Area Educational Television Association,
Inc., Rochester.
WMHT-TV, Mohawk-Hudson Council on Educational Television, Inc.,
Schenectady.
WCNY-TV, The Educational Television Council of Central New
York, Syracuse.

NORTH CAROLINA

WUNC-TV, University of North Carolina, Chapel Hill.
WUND-TV, University of North Carolina, Columbia.
WUNE-TV, University of North Carolina, Linville.
WUNF-TV, University of North Carolina, Asheville.
WUNG-TV, University of North Carolina, Concord.
WTVI-TV, Charlotte-Mecklenburg Board of Education, Charlotte.

NORTH DAKOTA

KFME-TV, North Central Educational Television, Inc., Fargo.

OHIO

WOUB-TV, Ohio University, Athens.
WBGU-TV, Bowling Green University, Bowling Green.
WCET-TV, Greater Cincinnati Educational Television Foundation,
Cincinnati.
WVIZ-TV, Educational Television Association of Metropolitan
Cleveland, Cleveland.
WOSU-TV, Ohio State University, Columbus.
WGSF-TV, Newark Public Schools, Newark.
WMUB-TV, The President & Trustees of Miami University, Oxford.
WGTE-TV, Greater Toledo Educational Television Foundation, Inc.,
Toledo.

OKLAHOMA

KETA-TV, Oklahoma Educational Television Authority, Oklahoma
City.
KOED-TV, Oklahoma Educational Television Authority, Tulsa.

OREGON

- KOAC-TV, State of Oregon Acting By & Through the State Board of Higher Education, Corvallis.
KOAP-TV, State of Oregon Acting By & Through the State Board of Higher Education, Portland.

PENNSYLVANIA

- WLVT-TV, Lehigh Valley Educational Television Corporation, Allentown/Bethlehem.
WQLN-TV, Educational Television of Northwest Pennsylvania, Inc., Erie.
WITF-TV, South Central Educational Broadcasting Council, Hershey.
WHYY-TV, WHYY, Inc., Philadelphia/ Wilmington, Del.
WQED-TV, Metropolitan Pittsburgh Educational Television, Pittsburgh.
WVIA-TV, Northeastern Pennsylvania ETV Association, Scranton/ Wilkes-Barre.
WPSX-TV, The Pennsylvania State University, University Park.

PUERTO RICO

- WIPM-TV, Department of Education of Puerto Rico, Mayaguez.
WIPR-TV, Department of Education of Puerto Rico, San Juan.

RHODE ISLAND

- WSBE-TV, Board of Education, State of Rhode Island & Providence Plantations, Providence.

SOUTH CAROLINA

- WITV-TV, South Carolina ETV Commission, Charleston.
WNTV-TV, South Carolina ETV Commission, Greenville.
WRLK-TV, South Carolina ETV Commission, Columbia.
WJPM-TV, South Carolina ETV Commission, Florence.
WEBA-TV, South Carolina ETV Commission, Allendale.

SOUTH DAKOTA

- KESD-TV, South Dakota State University, Brookings.
KBHE-TV, South Dakota Educational Television Board, Rapid City.
KUSD-TV, University of South Dakota, Vermillion.

TENNESSEE

WSJK-TV, Tennessee State Board of Education, Knoxville.
WLJT-TV, Tennessee State Board of Education, Lexington.
WKNO-TV, Memphis Community Television Foundation, Memphis.
WDCN-TV, Metropolitan Board of Education, Nashville.

TEXAS

KLRN-TV, Southwest Texas Educational Television Council,
Austin/San Antonio.
KERA-TV, Area Educational Television Foundation, Dallas.
KUHT-TV, University of Houston, Houston.
KTXU-TV, Texas Tech University, Lubbock.

UTAH

KUSU-TV, Utah State University, Logan.
KUED-TV, University of Utah, Salt Lake City.

VERMONT

WETK-TV, University of Vermont, Burlington.
WVTA-TV, University of Vermont, Windsor.
WVTB-TV, University of Vermont, St. Johnsbury.
WVER-TV, University of Vermont, Rutland.

VIRGINIA

WHRO-TV, Hampton Roads Educational Television Association, Inc.,
Norfolk.
WCVE-TV, Central Virginia Educational Television Corporation,
Richmond.
WBRA-TV, Blue Ridge ETV Association, Inc., Roanoke.

WASHINGTON

KPEC-TV, Clover Park School District #400, Lakewood Center.
KWSU-TV, Washington State University, Pullman.
KCTS-TV, University of Washington, Seattle.
KSPS-TV, Spokane Public School District #81, Spokane.
KTPS-TV, Tacoma School District #10, Tacoma.
KYVE-TV, Yakima School District #7, Yakima.

WEST VIRGINIA

WVU-TV, West Virginia Board of Regents, Morgantown.

WISCONSIN

WHA-TV, Regents of the University of Wisconsin, Madison.

WMVS-TV, Milwaukee Board of Vocational & Adult Education,
Milwaukee.

Emp. Prac. Com. file



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1316 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

May 21, 1969

OFFICE
OF THE PRESIDENT

Mr. Robert J. Chitester
General Manager
Educational Television of Northwest Pennsylvania, Inc.
Waterford Pike
Erie, Pennsylvania 16509

Dear Mr. Chitester:

We are delighted that you have adopted the NAEB Resolutions on Employment Practices and Programing Practices. I assume this means that you have accepted the important principles behind them and that you will not be undertaking the surveys and other actions which were directed specifically to us.

I am sure that our Committees will be pleased to know of the position taken by Educational Television of Northwest Pennsylvania, Inc., so I am forwarding copies of your letter to them.

Best regards.

Sincerely,

Bair
William G. Harley

WGH:bb

cc: Mr. Marquis
Mr. Mott
Mr. Fellows
Mr. Bair
Mr. Meyer

Educational Television of Northwest Pennsylvania, Inc.

Waterford Pike
Erie, Pa. 16509

Area Code 814
Dial 864-4867

May 20, 1969

Mr. William Harley
National Association of Educational
Broadcasters
1346 Connecticut Avenue
Washington, D.C.
20036

Dear Bill:

I wish to notify you that Educational Television of Northwest Pennsylvania, Inc. has adopted the NAEB resolution on Employment Practices and Programming Practices.

Since we have always adhered to them in practice, this action will have little effect on our operation. It does, however, make formal our position in these matters.

Sincerely,

Robert J. Chitester
General Manager

RJC/lkh

COMMITTEE ON PROGRAMING PRACTICES

Dr. Richard J. Meyer, CHAIRMAN
Station WNDT
304 West 58th St.
New York, N. Y. 10019

Mr. William J. McCarter
General Manager, WETA
2600 4th St., N.W.
Washington, D. C. 20001

Mr. Jack D. Summerfield
General Manager, WRVR
The Riverside Church
490 Riverside Drive
New York, N. Y. 10027

Mrs. Mary Ann Franklin
Program Director, WCVE
1904 Old Farm Road
Richmond, Va. 23235

Mr. William H. Siemerling
Station Manager, WBFO
State University of N. Y. at Buffalo
3435 Main Street
Buffalo, N. Y. 14214

Mr. David S. Gifford
Educational TV Consultant
State Department of Education
Box 2219
Hartford, Conn. 06115

Mr. Arthur France
Scarsdale High School - Coordinator-Producer
English Department - Educational Television
Scarsdale, New York 10583

Mr. Edward L. Morris
Program Director, WTTW
5400 N. St. Louis Ave.
Chicago, Ill. 60625

6/25/68



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

April 8, 1969

OFFICE
OF THE PRESIDENT

MEMORANDUM

TO: Committee on Program Practices

Mrs. Franklin and Messrs. Meyer, McCarter,
Summerfield, Siemering, Gifford, France and
Morris.

FROM: William G. Harley

As a member of the Committee on Programing Practices, you will be interested in the enclosed special program report circulated by the ETS Program Service in Bloomington, Indiana. This service is an interim function utilizing existing staff, and will continue until we have the funds to expand the work begun by Ken Clark last summer.

Similiar reports will be distributed by NER after the service is relocated in Washington, D. C.

We would appreciate any ideas you may care to make regarding this service.

-WGH

WGH:bb

February 10, 1969

Richard J. Meyer
Chairman
Committee on Programming Practices
WNBT
Educational Broadcasting Corporation
304 W. 58th Street
New York, New York 10019

Dear Rich:

I understand the impatience of yourself and your committee to get going on a new year's series of activities relating to your responsibilities. We wish to move forward in this area also.

However, the continuing distribution of information about programming for minority groups cannot be carried on in the same way we conducted this effort last year until we find a continuing means of supporting it. Last year's project succeeded only after we raised funds privately to finance it. We have been looking for additional funds since last fall.

Another means of distributing this kind of programming information is the expansion of the ETS/PS and NER regular program bulletins. We are looking into this as well, and may find it a satisfactory alternative.

When this activity resumes, it will be a responsibility of your committee to see that the information gathering and dissemination, by whatever device we employ, meets the needs of both stations and minority groups.

Meanwhile, we do have this much to report. We have received additional funds to support a special issue of the Educational Broadcasting Review in which we will publish edited versions of the Kenneth Clark reports and similar data from the N.A.B. We shall also have special articles that amplify some of the brief case studies and a "Memorandum to Station Managers" by Rick Breitenfeld which will suggest

specific techniques and practices for programming by, for, and to minority groups.

The publication will go to all educational stations, to all commercial stations, and to a variety of social agencies here and around the country.

Another major responsibility of the Committee, of course, is to come to grips with the Convention's amendment, calling for a station-by-station appraisal of adequacy in related station programming endeavors. How is this to be done? With what effect? When? The thoughts of your Committee have major importance and relevance here, and these items could well be put to your people by mail in order that we may all be thinking about this matter and can take appropriate action during the year ahead. Thanks for keeping in touch. We hope to have some news soon about foundation help that will make it possible for us to accelerate these activities.

Sincerely,

William G. Harley

WGH:cq



EDUCATIONAL BROADCASTING CORPORATION
304 W 58TH ST/NEW YORK 10019. NY/LT 14000

*Add Special EBR
table contents*

gfr

January 21, 1969

Mr. William Harley
President
NAEB
1346 Connecticut Avenue
Washington, D. C.

Dear Bill:

It has been two months since we met in Washington at the NAEB Convention. We, of course, were delighted that the Programming and Employment Committee resolutions were passed by the Board and the various divisions.

The Committee on Programming Practices, which was asked to continue its work, still has no direction as to what the Association would like us to do for the upcoming year. I wonder if you would make your thoughts known about this subject to us.

Best wishes for 1969.

Sincerely,

Richard J. Meyer

Richard J. Meyer
Chairman
Committee on Programming Practices

RJM/mka
cc: Committee on Programming
Practices

February 10, 1969

Richard J. Meyer
Chairman
Committee on Programming Practices
WNBT
Educational Broadcasting Corporation
304 W. 58th Street
New York, New York 10019

Dear Rich:

I understand the impatience of yourself and your committee to get going on a new year's series of activities relating to your responsibilities. We wish to move forward in this area also.

However, the continuing distribution of information about programming for minority groups cannot be carried on in the same way we conducted this effort last year until we find a continuing means of supporting it. Last year's project succeeded only after we raised funds privately to finance it. We have been looking for additional funds since last fall.

Another means of distributing this kind of programming information is the expansion of the ETS/PS and NER regular program bulletins. We are looking into this as well, and may find it a satisfactory alternative.

When this activity resumes, it will be a responsibility of your committee to see that the information gathering and dissemination, by whatever device we employ, meets the needs of both stations and minority groups.

Meanwhile, we do have this much to report. We have received additional funds to support a special issue of the Educational Broadcasting Review in which we will publish edited versions of the Kenneth Clark reports and similar data from the N.A.B. We shall also have special articles that amplify some of the brief case studies and a "Memorandum to Station Managers" by Rick Breitenfeld which will suggest

specific techniques and practices for programming by, for, and to minority groups.

The publication will go to all educational stations, to all commercial stations, and to a variety of social agencies here and around the country.

Another major responsibility of the Committee, of course, is to come ~~to~~ grips with the Convention's amendment, calling for a station-by-station appraisal of adequacy in related station programming endeavors. How is this to be done? With what effect? When? The thoughts of your Committee have major importance and relevance here, and these items could well be put ~~to~~ your people by mail in order that we may all be thinking about this matter and can take appropriate action during the year ahead. Thanks for keeping in touch. We hope to have some news soon about foundation help that will make it possible for us to accelerate these activities.

Sincerely,

William G. Harley

WGH:cq

RESOLUTION OF THE NAEB PROGRAMMING PRACTICES COMMITTEE
SUBMITTED TO NAEB BOARD OF DIRECTORS FOR ADOPTION
AT THE 1968 NATIONAL CONVENTION

It is clear that all noncommercial broadcasters must be concerned with the development of programming responsive to the broad needs of the large segments of our population which are culturally different and to a large extent black. These needs are urgent and immediate.

Therefore, be it resolved that: NAEB individual members, institutional members, and stations proceed immediately to initiate action leading to additional programming that will significantly meet the needs of Black Americans. An essential first step will be to establish a true dialogue at all levels.

Be it further resolved that: Additional steps be taken to ascertain how the needs of all poor people in our society might be served programmatically with appropriate action to be taken as soon as these needs can be identified.

Be it further resolved that: Each member station of the NAEB be urged to adopt as official policy the above resolution and take all necessary steps to implement this commitment. It is urged, therefore, that stations develop positive sensitivity among all levels of station personnel toward the target audiences and that the minimum implementation consist of the appointing of one person whose major responsibilities shall be: 1) to serve as liaison between the station and the target audiences; 2) to conduct internal training which will assist staff members in establishing ties with the target audiences; 3) to lend special expertise for programming in this area.

Be it further resolved that: The NAEB will demonstrate its active commitment to a philosophy encouraging social programming by member stations by the continuance of the office of a national director concerned with this area. It is recommended that the director shall have at least the following minimal responsibilities which are: 1) to provide frequent detailed reports to member stations and individuals on programming, training activities, and employment of program personnel. He shall explore all flexible, imaginative means of disseminating this information; 2) to develop a comprehensive knowledge of potential funding and procedures relevant to all public and private sources; 3) to be available for consultations, organization of workshops, and to assist local stations in their specialized program development; 4) to work with the NAEB Personnel Service to develop a program personnel information bank which can readily assist local stations in their desires to hire qualified, creative staff from minority groups.

In addition, it is recommended that an associate director and necessary clerical help shall be hired to work with the national director.

Passed Unanimously on September 18, 1968 by:

Richard J. Meyer, Chairman
Station WNDT, New York

Mr. Jack D. Summerfield
Former General Manager, WRVR, New York

Mrs. Mary Ann Franklin
Program Director, WCVE, Richmond

Mr. William H. Siemering
Station Manager, WBFO, Buffalo

Mr. David S. Gifford
Educational TV Consultant, Hartford

Mr. Edward L. Morris
Program Director, WTTW, Chicago

Mr. Arthur France
University of Massachusetts

Mr. William J. McCarter
General Manager, WETA, Washington



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

OFFICE
OF THE PRESIDENT

November 11, 1968

Mr. Edward L. Morris
Director of Programming
Station WTTW
5400 N. St. Louis Ave.
Chicago, Ill. 60625

Dear Ed:

Let me assure you that the Staff in offering some suggested changes intended to be fully supportive of the Committee's statement; if such editing, which was offered purely in the spirit of helpfulness, is regarded as anything else, the Staff will be happy to endorse the Committee's statement as it is.

With reference to paragraph #6: While in complete agreement with the idea of adding staff help in order to further this work, the Staff felt that a resolution of this kind should be limited to committing the Association to the objectives. The precise mechanics of how to implement such objectives appears to us to be inappropriate for inclusion in such a formal statement; how to achieve the commitment is the responsibility of the Board and the Staff.

You will be pleased to know that the Staff is presenting to the Board at its meeting November 19 a proposal for a Program Information Center to be established here along the lines which Ken Clark recommended; furthermore, foundation funds for this purpose have already been requested.

The resolution adopted by the 1967 Convention called for a Committee of Employment and Program Practices to "report its findings to the Board which in turn will report to the

Mr. Edward L. Morris
November 11, 1968
page 2

membership." In other words, the Committee on Programming Practices is an ad hoc committee advisory to the Board. It is, therefore, entirely proper that its recommendation go to the Executive Committee of the Board (which reviews all matters to be considered by the Board). The Board will then consider the Committee recommendation and make a report to the membership at the business meeting. Although I cannot, of course, know in advance what the Board will do, I have no reason to believe that the Board will not accept the Committee's recommendation. It will certainly have my full support and the endorsement of the Staff.

Again, let me say that the Committee deserves highest commendation for an excellent job and I am most appreciative of the service that you and your fellow members have performed for the Association.

Sincerely,



William G. Harley

WGH:lm

cc: Richard J. Meyer



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Purdue University Calumet Center
Roosevelt University
Rosary College
Saint Xavier College
University of Chicago
University of Illinois
Valparaiso University

November 4, 1968

Mr. William G. Harley
President
National Association of
Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Bill:

After receiving a copy of your memorandum to Richie Meyer with regard to our Committee's resolution submitted to the Executive Committee of NAEB, I talked with him because I was upset with your memorandum.

My first thought was to remain silent until Richie had communicated further with you but I have thought it over and since the time is short, I felt I must write to you. When I was asked to be on this Committee I was given to understand that NAEB was concerned about this problem. I don't feel that the emasculation of our resolution signifies real concern. The members of our Committee were unanimous in the resolution that we prepared and putting aside the nit picking changes that the Executive Committee made, I am particularly distressed with deletions which make NAEB's position less than forthright in several instances and most importantly by deleting paragraph six continue to make us collectively a "toothless tiger."

The members of the Committee worked with great sincerity to produce this resolution. I would object to it being submitted to the Convention as revised by the Executive Committee. I believe that there are many broadcasters who in all sincerity feel about the need for changes in our approach especially to the black community most strongly.

If the Executive Committee insists on presenting the resolution as revised, I as a member of the Committee would like it made clear that this is the Executive Committee's version

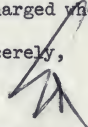
Chicago Educational Television Association

Mr. William G. Harley
Page 2
November 4, 1968

and I respectfully request permission to appear and report to the assembled Convention the form of resolution which we proposed before revision. I intend to publicly disassociate myself from the Executive Committee's action and to make it clear that I believe the time is now for public broadcasting to stand up and be counted with policies which are in the spirit and letter of recent FCC rule making and Supreme Court decisions.

I believe that some of the changes were made in sincerity but I am not so naive as to think that the Executive Committee is doing other than attempting to duck controversy. We are past the point of argument for argument's sake. The type of action that the Program Practices Committee is seeking is that with which we were charged when we were assembled.

Sincerely,



Edward L. Morris
Director of Programming

ELM:jf
cc: Richard J. Meyer



EDUCATIONAL BROADCASTING CORPORATION
304 W 58th ST/NEW YORK 10019. NY/LT 1 6000

October 22, 1968

Mr. William Harley
President
National Association of Educational Broadcasters
1348 Connecticut Avenue
Washington, D.C. 20036

Dear Bill:

Thanks for sending me your memo of October 15 with the recommended changes in the resolution of the Programming Practices Committee of NAEB. Enclosed is a copy of the memo which I sent to the Committee.. As soon as I hear from them I will send you a formal reply to your memo.

Naturally I am delighted that the Executive Staff unanimously supported the resolution and will recommend its passage to the NAEB Board. I look forward to seeing you in Washington, Best wishes.

Sincerely,

Richie 69

Richard J. Meyer
Chairman, NAEB Programming
Practices Committee

RJM/bg
Encl: memo

Channel 13 WNDT
MEMORANDUM

TO: NAEB Programming Practices Committee

FROM: Richard J. Meyer, Chairman

DATE: October 22, 1968

SUBJECT: Changes by NAEB Executive Staff of Resolution

Enclosed is a xeroxed copy of the memo from Bill Harley to me with the changes recommended by the Executive Staff. If I do not hear from you within 10 days I will assume that you approve the changes.

I look forward to seeing you in Washington. Thanks again for your cooperation at the meeting.

Sincerely,

Richie

RJM/bg

Encl: Memo

cc: Mr. William Harley



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

October 15, 1968

OFFICE
OF THE PRESIDENT

MEMORANDUM

To : Dr. Richard Meyer, Chairman
Program Practices Committee

From: William G. Harley, President
NAEB

Subject: Executive Staff Consideration of Program Practices
Committee Report

The Executive Staff met this morning to consider the resolution on program practices initiated by your committee. You and your committee are to be congratulated for the excellent work in drafting a strong, progressive philosophy which reflects a positive attitude of our Association.

The Executive Staff unanimously supports the resolution and will recommend its passage to the NAEB Board and its affirmation to the Convention.

A few word changes have been made which I would like you and your Committee to consider; in my judgment they in no way dilute the resolution.

Paragraph #1 - "It is clear that" is superfluous. The statement now begins "All noncommercial broadcasters...."

The opening sentence now continues, "....must continue to be concerned" "continue to" suggests an ongoing movement, rather than the start of something entirely new.

Paragraph #2 - "proceed immediately to" is deleted because it adds nothing significant and because it does suggest an overly-authoritarian posture for the NAEB.

The final sentence is deleted; the assumption is that the program reports indicate clearly that a dialogue has already begun.

Paragraph #4 - There was concern here that the second sentence beginning "It is urged...." while admirable in the ideal could place an impossible burden on many small stations with limited staff and financial resources. The sentence now reads as follows:

"It is urged, therefore, that stations develop positive sensitivity among all levels of station personnel toward the target audiences and that the minimum implementation consist of naming one staff member who shall be charged with the responsibility of: (1) maintaining liaison between the station and the target audiences; (2) conducting internal training which will assist staff members in establishing ties with the target audiences; (3) lending special expertise for programming in this area."

Paragraph #5 - In the opening sentence "will" is deleted and "should" is substituted. It is agreed that the project should be continued. Until adequate funding is secured, the NAEB cannot officially say that it "will" be continued. The Executive Staff, of course, supports the idea and is working to see that it is implemented.

Paragraph #6 - Deleted completely. The mechanics of the project will be worked out; that is understood. This paragraph appeared to us to be irrelevant and particularly weak as a way to end an otherwise constructive, dynamic resolution.

A copy of the revised resolution as modified by Staff is included for your information. I would hope that these minor changes are acceptable to your Committee; if so, this is the way the resolution will be presented to the Board, November 21, with Staff endorsement.

Again, may I say that the Staff commends the impressive manner in which your Committee met its charge.

Attachment
WGH:lm

RESOLUTION OF THE NAEB PROGRAMMING PRACTICES COMMITTEE
SUBMITTED TO NAEB BOARD OF DIRECTORS FOR ADOPTION
AT THE 1968 NATIONAL CONVENTION

All noncommercial broadcasters must continue to be concerned with the development of programming responsive to the broad needs of the large segments of our population which are culturally different and to a large extent black. These needs are urgent and immediate.

Therefore, be it resolved that: NAEB individual members, institutional members, and stations initiate action leading to additional programming that will significantly meet the needs of Black Americans.

Be it further resolved that: Additional steps be taken to ascertain how the needs of all poor people in our society might be served programmatically with appropriate action to be taken as soon as these needs can be identified.

Be it further resolved that: Each member station of the NAEB be urged to adopt as official policy the above resolution and take all necessary steps to implement this commitment. It is urged, therefore, that stations develop positive sensitivity among all levels of station personnel toward the target audiences and that the minimum implementation consist of naming one staff member who shall be charged with the responsibility of: (1) maintaining liaison between the station and the target audiences; (2) conducting internal training which will assist staff members in establishing ties with the target audiences; (3) lending special expertise for programming in this area.

Be it further resolved that: The NAEB should demonstrate its active commitment to a philosophy encouraging social programming by member stations by the continuance of the office of a national director concerned with this area. It is recommended that the director shall have at least the following minimal responsibilities which are: 1) to provide frequent detailed reports to member stations and individuals on programming, training activities, and employment of program personnel. He shall explore all flexible, imaginative means of disseminating this information; 2) to develop a comprehensive knowledge of potential funding and procedures relevant to all public and private sources; 3) to be available for consultations, organization of workshops, and to assist local stations in their specialized program development; 4) to work with the NAEB Personnel Service to develop a program personnel information bank which can readily assist local stations in their desires to hire qualified, creative staff from minority groups.



EDUCATIONAL BROADCASTING CORPORATION
304 W 58TH ST / NEW YORK 10019, NY / LT 1 6000

September 20, 1968

Mr. William Harley
President, NAEB
1346 Connecticut Avenue
Washington, D.C.

Dear Bill:

The Programming Practices Committee, in its meeting of September 17 and 18, unanimously arrived at the enclosed resolution to be presented to the Board of Directors and the NAEB membership. We have taken the liberty to send copies of the resolution and our letter to you to the NAEB Executive Board and Executive Staff before the convention.

The committee was extremely anxious to function until the successful implementation of the enclosed resolution. The members felt very strongly that I convey to you and members of the board their willingness to meet at any time, at any place, with members of the board to discuss and amplify the resolution.

We must compliment the work executed by Ken Clark; therefore, we would hope that there would be no lag in the work he has begun. The staff at NAEB should proceed with the continuation of the project until the resolution is acted upon or until his replacement can be found.

We hope that prior to the enactment of the enclosed resolution at the NAEB meeting, that the NAEB headquarters staff begin to implement ways and means of developing positive sensitivity among the staff toward the culturally different.

It was obvious to the committee that funding for these endeavors is necessary. Therefore, we felt that it is implicit in the resolution that the NAEB staff begin immediately to locate sufficient funds to fully carry out the recommendations of the committee.

Bill, the successful meeting of this committee was, I believe, due in large measure to the makeup of the group. I cannot thank you enough for being a part of the selection of these members. Each and every individual contributed to the discussion and the formulation of the resolution. I look forward to seeing you at the NAEB convention. Best wishes.

Sincerely,

Richard J. Meyer
Chairman, NAEB
Committee on Programming Practices

RJM/bg
Enc.

cc: NAEB Board of Directors
NAEB Executive Staff
NAEB Programming Practices Committee



EDUCATIONAL TELEVISION STATIONS

A division of

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS


PHONE: 667-6000 • 1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

Office of the Executive Director

September 19, 1968

MEMORANDUM

To: Bill Harley

From: Ken Clark 

You will shortly hear from Richie Meyer, Chairman of the Program Practices Committee. But to sum up, in synopsis form only what actions the Committee took, let me report a three-pronged resolution was prepared urging a national policy stating:

- Item #1: ...that the NAEB assert an official policy of conviction that every effort be made to program for, by and about Negroes and other disadvantaged peoples. A priority is given to black America.
- Item #2: ...that the NAEB urge member stations to explore all avenues of communication with disadvantaged peoples, an effort that would include restructuring traditional staff thought on social action and its recipients.
- Item #3: ...that the NAEB continue gathering and disseminating program, employment, training and funding information through a national Project Director (whose minimal duties are then spelled out).

Richie's letter of transmittal explains the Committee's position in more detail and will accompany the official resolution. Copies of the resolution are simultaneously being mailed to all members of the Executive Board and the Executive Staff.

The Committee expressed an earnest desire to appear before the Executive Board when it meets to consider the resolution prior to presentation to the Convention, to support the ideas expressed and to personally answer any requests for supportive information.

A personal note: I found the Committee enthusiastic, hard-working and very committed to this project. There was agreement that the NAEB has now assumed a posture of national leadership in a critical domestic crisis, a posture that is applauded by many member stations, a posture from which retreat is unthinkable.

RECOMMENDED
FOLLOW-UP ON CONVENTION RESOLUTION
ON
PROGRAM AND EMPLOYMENT PRACTICES

This memo outlines activities for committee and staff work and a committee structure and membership in carrying out the mandate adopted at the Denver convention:

RESOLUTION

Be it resolved that the NAEB, recognizing its leadership responsibilities in our society, request that the Board of Directors establish an ad hoc committee to examine the role of the Association in programming and employment practices of its member stations and report its findings and recommendations to the Board of Directors, which, in turn, will report to the entire membership.

Let us look into the issues raised.

1. Employment: By observation and report we know that a good many Negroes are employed in greater or lesser positions throughout the United States in ETV and educational radio stations, as well as in other assignments. There should be many more, both to reflect their true percentage in the community, and to give us the benefit of talents from new sources brought into our industry. We need to know what today's facts are, but more importantly, what tomorrow's needs will be. We first should take a survey of Negroes in jobs today and what future job needs in all categories there will be tomorrow so we can correctly assess what the needs will be nationally. Such a survey can be done with all due caution and professional guidance from the Equal Employment Opportunities Commission and other agencies.

We must then look toward training and recruiting. There are not significant numbers of Negroes in educational broadcasting today, at least not as many as we might expect, because, among other things, they have never been advised that this is a worthwhile area to seek.

Motivation for jobs begins in the secondary schools and earlier. Contacts are made with relatives and leadership figures in many areas. If we want Negroes in educational broadcasting jobs we are going to have to seek them from where they now exist in and out of schools. Then we will need to train them. This means training for educational broadcasting at a number of levels which are probably not existent even today. Most of the employees, engaged in educational broadcasting, are not college graduates and never will be. Thus our training needs are going to be related to secondary and post-secondary educational institutions. Both recruiting and training at this level takes lots of money. Possible sources: the Corporation for Public Broadcasting, as well as other public funds including Vocational Education, Manpower Training and Redevelopment, and Office of Economic Opportunity.

2. Programming: The average ETV station, for example, acquires three quarters of its programs from other than its own city and thus cannot control either the subject or the participants in the programs. Program selections are made from available sources. If the intent is to increase the number of programs dealing with matters productive to bettering of ghetto populations, we must have more programs created which will be available for regional and national distribution as well as interest more ETV stations in making such programs locally which in turn feed into regional and national distribution as well as serving their own local populations.

The Vice President has asked us to report findings of programs either planned or completed; we are in the final stages of so doing. We have found some five major programs and program series which have been produced by local stations for their own use dealing fundamentally with the improvement of the ghetto populations. Another five series by others are in the process of development. Unfortunately, the information again is scant despite the fact that we know a good many more programs are in existence. We have issued a number of appeals but without success to get full information. One key problem: funds to develop this kind of programming. In most instances, stations have seen these program needs only recently after long standing program commitments have been made. A station frequently reports that it is unable

to experiment in ghetto programming because all of its available funds have been otherwise committed. Thus again do we need to seek program grants and the above sources may be accessible.

Stations will participate more in ghetto programming once they find out how to do it. We find the desire to do it is greater than the confidence and ability to do it. We need to assemble case history material which can be useful in showing program managers around the country what successful programming can be and what results it can have in their own communities.

With the help of the Commission on Human Relations, we are also preparing lists of persons throughout the country who can be used as consultant for such programming. We are also preparing guidelines for covering civil disturbances, and will distribute Ben Holman's Denver speech to all stations in the knowledge that there were a number unable to hear it there.

Proposed Committee Structure

It appears clear that the committee must be of two parts: programming and employment. Those two parts, both in agencies who work with them professionally and in the kind of people in our world with whom those problems rest, are quite separate. We recommend the creation of two separate committees, both relatively small. These committees would be: NAEB Advisory Committee on Employment and NAEB Advisory Committee on Programming. They would report to the NAEB Executive Committee. They would be composed of at least one board member each and representatives of various interests and abilities in their membership. For membership on the employment committee, we would look to those who have interest in recruiting and training as well as a sensitivity for those with some experience in matters of racial discrimination.

On the programming side, certainly representation must be sought from NET and NER as entities or nothing will result.

RECOMMENDED PERSONNEL

Employment Committee

George Bair, Chairman
Dave Berkman, Xerox Corporation
Otto Schlaak, experienced at vocational school level
Ken Cristiansen, experienced at race relations in South
Claud Hempen, Peace Corps trainer
Frank Barrecca, experience with Job Corp trainees

Program Committee

Hartford Gunn, Chairman
John Rice, Chr. of ETS Program Committee
Jack Summerfield, producer, radio civil rights documentaries
Bob Smith, WETA, producer of "Roundabout"
Ed Morris, WTTW
Karl Schmidt, WHA manager



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE · WASHINGTON, D. C. 20036

November 1969

The attached material is a survey report of educational station acceptance and rejection of programs from national services. The study was called for by a resolution of the NAEB members in November, 1968.

The survey covers the period from October 1968 through March 1969. While we have no reason to question the validity of the information reported in the survey, the time period of the study requires that two major points be kept in mind:

- 1) Comments about rejection of educational radio programs because of technical and mechanical problems are peculiarly related to the period studied. Since that time, rejection of programs for these reasons has been significantly reduced as a consequence of complete technical upgrading of equipment and the coordination of the network operation at new headquarters in Washington. This has increased markedly the acceptance of many NERN programs.
- 2) Comments about television programs, since they cite only rejections of the national service, do not reveal significant efforts by stations in any area of program service on December 1, 1969. The NAEB will publish an affirmative report of activity by educational stations in programming for minority groups. It is titled - Broadcasting and Social Action, a Handbook for Station Executives.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
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